

Responsive Management



IOWA SURVEY FOR THE STATE COMPREHENSIVE OUTDOOR RECREATION PLAN (SCORP)

**Conducted for the Iowa Department of Natural Resources
by Responsive Management**

2006

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EXECUTIVE SUMMARY

INTRODUCTION AND METHODOLOGY

This study was conducted for the Iowa Department of Natural Resources (IDNR) to determine Iowa residents' participation and interest in outdoor recreation, as well as their attitudes toward outdoor recreation, the environment, natural areas, green space, and the IDNR. The study entailed focus groups and a telephone survey of Iowa residents. The study is part of the planning process for the State Comprehensive Outdoor Recreation Plan (SCORP).

The focus groups entailed in-depth, structured discussions with small groups of Iowa residents about outdoor recreation. An experienced, trained moderator led the focus groups, as unobtrusively as possible, through a discussion outline and looked for new insights into why individuals felt the way they did about particular issues.

For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. The telephone survey questionnaire was developed cooperatively by Responsive Management and IDNR, based on Responsive Management's experience with other SCORP surveys. Responsive Management conducted a pre-test of the questionnaire, and revisions were made to the questionnaire based on the pre-test. Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. The survey was conducted in February 2006. Responsive Management obtained a total of 1,009 completed interviews. The software used for data collection was Questionnaire Programming Language 4.1.

The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management. The results were weighted so that the proportions of the sample among the regions matched the distribution of the population statewide. Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of Iowa residents 18 years old and older, the sampling error is at most plus or minus 3.08 percentage points.

PARTICIPATION RATES, DAYS PARTICIPATED, AND CHILDREN'S PARTICIPATION IN ACTIVITIES

- Majorities of Iowa residents participated in family-oriented outdoor activities (68%) and driving for pleasure (55%) in the past 2 years. Also with fairly high participation rates are observing, feeding, or photographing wildlife within 1 mile of home (44%) and using trails for physical fitness (41%). These four activities have markedly higher participation rates than other activities.
- The analysis included a breakdown of activities by type: wildlife-related activities, motorized activities, competitive sports, shooting activities, water-related activities, and camping. Wildlife-related and water-related activities both had higher rates of participation, in general, than did the other types of activities.
 - The most popular *wildlife-related activities*, all with about a quarter or more participating, include observing, feeding, or photographing wildlife around or within 1 mile of home (44%), hiking (32%), fishing from the shore (27%), lake fishing (26%), and taking a trip of at least 1 mile from home for the primary purpose of observing, feeding, or photographing wildlife (24%).
 - The most popular *motorized activities* include driving for pleasure (55%), distantly followed by motorboating (14%) and ATVing (13%).
 - The most popular *competitive sports* include golf (23%), softball (8%), and baseball (7%).
 - The most popular *shooting activities* include hunting small game (14%), target rifle shooting (13%), and hunting big game (12%).
 - The most popular *water-related activities* include fishing from the shore (27%), lake fishing (26%), and swimming in public outdoor pools (26%).
 - The most popular types of *fishing* include fishing from the shore (27%), lake fishing (26%), stream or river fishing (20%), and fishing from a boat (19%).
 - The most popular *boating activities* are fishing from a boat (19%) and motorboating (14%).
 - The most popular type of *camping* is in a tent (17%).

- Iowa residents as a whole spend the most days in outdoor recreation observing, feeding, or photographing wildlife near home (57.3 mean days of participation per *resident*). This activity is distantly followed by birding (19.3 days per *resident*), driving for pleasure (17.6 days), and using trails for physical fitness (15.1 days).
- In looking at days spent among *participants only*, both observing, feeding, or photographing wildlife near home (139.8 days) and birding (129.2 days) lead all other activities by far. Other activities with mean days of a month or more include using off-leash dog areas (41.9 days), using trails for physical fitness (38.3 days), using an ATV (35.6 days), driving for pleasure (35.0 days), and camping in a 5th wheel (33.4 days).
 - The leading *wildlife-related activities* in number of days per participant are observing, feeding, or photographing wildlife near home (139.8 days) and birding (129.2 days), distantly followed by camping in a 5th wheel (33.4 days), taking a trip of at least 1 mile to observe wildlife (22.9 days), and hiking (22.3 days).
 - Using an ATV (35.6 days) and driving for pleasure (35.0 days) are the leading *motorized activities*.
 - Four *competitive sports* have fairly substantial means in days of participation: golf (25.4 days), soccer (24.2 days), softball (21.7 days), and basketball (19.5 days).
 - The leading *shooting activities* are target shooting with a bow and arrow (26.0 days) and hunting waterfowl (16.6 days).
 - The leading *water-related activities* are swimming in public outdoor pools (19.2 days), hunting waterfowl (16.6 days), fishing from the shore (16.4 days), and stream or river fishing (16.0 days).
 - The leading *fishing activities* are fishing from the shore (16.4 days), stream or river fishing (16.0 days), and fishing from a boat (15.8 days).
 - The leading *boating activities* are fishing from a boat (15.8 days) and motorboating (15.0 days).
 - The leading type of *camping* is in a 5th wheel (33.4 days), distantly followed by camping in a motorhome (12.4 days) and camping in a fold down (12.0 days).

- Just about a third of respondents (30%) had children 17 or younger living in their household. The survey asked them about their children's use of playgrounds and their participation in four outdoor sports in the past 2 years: 77% of households with children used playgrounds (23% of all households). Of the outdoor sports in the survey, baseball is the most played (38% of households with children; 11% of all households) in Iowa, followed by soccer (30% of households with children; 9% of all households) and football (28% of households with children; 8% of all households).

INTEREST IN PARTICIPATING IN ACTIVITIES

- Iowa residents show the most interest in family-oriented activities (74% are interested), driving for pleasure (61%), observing, feeding, or photographing wildlife near home (52%), and using trails for physical fitness (51%).
- The *wildlife-related activities* with the highest rates of interest are observing, feeding, or photographing wildlife near home (52%), lake fishing (39%), hiking (39%), fishing from the shore (38%), and taking a trip of 1 mile or more to view wildlife (38%).
 - The *motorized activities* with the highest rates of interest are driving for pleasure (61%), distantly followed by motorboating (21%) and using an ATV (17%).
 - The *competitive sports* with the highest rates of interest are golf (26%) and softball (16%).
 - The *shooting activities* with the highest rates of interest are target shooting with a rifle (19%), hunting small game (18%), and hunting big game (16%).
 - The *water-related activities* with the highest rates of interest are lake fishing (39%), fishing from the shore (38%), swimming in public outdoor pools (36%), stream or river fishing (32%), and fishing from a boat (32%).
 - The *fishing activities* with the highest rates of interest are lake fishing (39%) and fishing from the shore (38%).
 - The *boating activities* with the highest rates of interest are fishing from a boat (32%), motorboating (21%), and point-to-point water trail recreation (20%).
 - The types of *camping* with the highest rates of interest are in a tent (27%), modern cabin use (18%), camper cabin use (16%), and in a motorhome (15%).

- The analyses looked at latent demand by comparing interest in participating versus actual participation. In general, there is not a large amount of unmet demand for outdoor recreation in Iowa; for the overwhelming majority of activities—all but three—latent demand is at less than 15%. The most unmet demand is for natural resource festival or events (19 percentage point difference between actual participation and interest), a natural resource or environmental education program (17 percentage point difference), modern cabin use (16 percentage point difference), taking a trip of at least 1 mile to view wildlife (14 percentage point difference), and horseback riding (also with a 14 percentage point difference).
- The *wildlife-related activities* with the highest latent demand are a natural resource festival or event (19 percentage point difference), a natural resource or environmental education program (17 percentage point difference), modern cabin use (16 percentage point difference), and taking a trip of at least 1 mile to view wildlife (14 percentage point difference).
 - The *motorized activities* with the highest latent demand are motorboating (7 percentage point difference) and riding a personal watercraft (7 percentage point difference).
 - The *competitive sports* with the highest latent demand are volleyball (9 percentage point difference), basketball (9 percentage point difference), softball (8 percentage point difference), and football (8 percentage point difference).
 - The *shooting activities* with the highest latent demand are target shooting with a bow and arrow (7 percentage point difference), target shooting with a rifle (6 percentage point difference), and target shooting with a handgun (also with a 6 percentage point difference).
 - The *water-related activities* with the highest latent demand are pond fishing (13 percentage point difference), fishing from a boat (13 percentage point difference), lake fishing (13 percentage point difference), and stream or river fishing (13 percentage point difference).
 - Nearly all the *fishing activities* had about the same latent demand, all between 10 and 13 percentage points.
 - The *boating activities* with the highest latent demand are fishing from a boat (13 percentage point difference), point-to-point water trail recreation (10 percentage point difference), and canoeing or kayaking (9 percentage point difference).
 - The types of *camping* with the highest latent demand are modern cabin use (16 percentage point difference), camper cabin use (13 percentage point difference), and camping in a tent (10 percentage point difference).

- Respondents were given the opportunity to mention any other outdoor recreation facilities or activities that they would like to see added in their area; they most commonly mentioned trails (fitness, biking, walking, trails in general), camping areas, ATV areas, fishing facilities and/or access, horse trails, and hiking trails.

RATING OF AVAILABILITY OF OPPORTUNITIES FOR, QUALITY OF, AND SATISFACTION WITH ACTIVITIES

- The survey asked respondents about their satisfaction with the two activities in which they participated the most. Satisfaction is highest with harvesting natural products from the outdoors (87% are *very* satisfied), camping in a motorhome (75% *very* satisfied), hunting small game (71% *very* satisfied), and golf (70% *very* satisfied). Dissatisfaction is highest for using off-leash dog areas (32% are very or somewhat dissatisfied), using an ATV (26% very or somewhat dissatisfied), and horseback riding (20% very or somewhat dissatisfied).
- The survey asked Iowa residents whether they think that the quality of each outdoor recreational activity had improved, declined, or remained the same over the past 5 years. The activities with the best “improvement” ratings (based on the percentage who say that the quality of the activity improved) are trail use for physical fitness (70% say it has improved), golf (65%), entertainment facilities such as multiplex fields (62%), and swimming in public outdoor pools (59%). The worst ratings, based on the percentage who said the quality of the activity declined, are for stream or river fishing (38% say it has declined), fishing from a boat (29%), ATVing (28%), and swimming in natural waters (26%)—all with more than a quarter saying the quality of the activity has declined.
- The survey asked Iowa residents to rate the availability of the two activities in which they said they participated most. At the top (based on the percent who rate availability as excellent) are golf (52% rate its availability as excellent), birding (49%), camping in a motorhome (46%), and wildlife viewing near home (46%).
- In questions similar to those discussed immediately above, the survey asked respondents to rate the state’s efforts to provide opportunities for the various activities. The top-ranked activities (based on the percentage rating the state’s efforts at providing the activity as

excellent) are soccer (49%), trails for physical fitness (43%), golf (40%), and harvesting natural products (40%).

- Iowa residents overwhelmingly feel safe while participating in outdoor recreation in Iowa: 93% feel safe, and only 2% feel unsafe.

PERCEIVED PRIORITIES OF AGENCIES AND ORGANIZATIONS THAT PROVIDE OUTDOOR RECREATION

- The survey asked Iowa residents five questions about the priorities of the IDNR, and all had close results: 44% said that building park and recreation facilities should be a high priority, followed by acquiring open space (40%), acquiring natural areas (39%), increasing access for water-based recreation (38%), and acquiring wetlands (35%). Note that every effort had a greater percentage saying it should be a high priority than saying it should be a low priority.

CONSTRAINTS TO AND INCENTIVES FOR PARTICIPATION IN ACTIVITIES

- Constraints vary from activity to activity, but important constraints for all activities are those that are generally not under the control of state and local agencies—time being the most important of these constraints (when asked what would encourage more participation, 30% of respondents said “time”). The constraints discussed here did not completely prevent respondents from participating, but rather took away from their enjoyment or caused them to participate less than they would have liked. Note that for nearly all activities, a majority of respondents said that nothing takes away from their enjoyment or causes them to participate less.
 - The activities for which cost to participate is an important constraint (that took away from their enjoyment or caused them to participate less than they would have liked) include camping in a fold down (10% cited cost to participate as a constraint), motorboating (8%), camping in a motorhome (7%), and golf (7%).
 - The activities for which travel distance or travel time is an important constraint include horseback riding (19%) and ATVing (6%).
 - The activity for which difficulty finding information is an important constraint is basketball (6%).

- The activities for which inadequacy of facilities is an important constraint include soccer (11%), camping in a 5th wheel (7%), camping in a tent (6%), and stream or river fishing (6%).
 - The activities for which not enough opportunities is an important constraint include using off-leash dog areas (25%), ATVing (23%), and camping in a fold down (13%).
 - The activities for which crowding is an important constraint include motorboating (16%), camping in a fold down (14%), swimming in public outdoor pools (11%), and camping in a motorhome (10%).
 - The activities with the best ratings, according to the percentages who said that nothing takes away from their enjoyment or prevents them from going as often as they would like, are soccer (89% said nothing takes away from this activity), visiting entertainment facilities such as multiplex fields (85% said nothing), wildlife viewing near home (84%), softball (82%), hiking (80%), birding (79%), harvesting natural products (78%), and family-oriented activities (78%).
- The analysis also looked at constraints (barriers) that caused respondents who were otherwise interested to not participate at all. Important barriers in this analysis about which the IDNR has at least some control include cost of equipment, cost to participate, travel time, difficulty finding information, and not enough opportunities (such things as gas prices, time, age/health, and weather are outside of IDNR control). Again, many of the important constraints are social/psychological.
- Cost of equipment/start-up cost was an important barrier to snowmobiling (47% of those who did not participate but expressed much interest named this as a constraint), fishing from a boat (39%), camping in a motorhome (33%), mountain biking (32%), ATVing (31%), and sailing (30%).
 - Cost to participate was an important barrier to camper cabin use (11% of those who did not participate but expressed much interest named this as a constraint), rock climbing (10%), motorboating (9%), ATVing (8%), and snowmobiling (7%).
 - Travel time/distance was an important barrier to canoeing/kayaking (14% of those who did not participate but expressed much interest named this as a constraint), trout stream fishing (12%), camper cabin use (11%), and modern cabin use (10%).

- Difficulty finding information was an important barrier to rock climbing (33% of those who did not participate but expressed much interest named this as a constraint), using off-leash dog areas (28%), and a natural resource festival or event (25%).
 - Not enough opportunities for the activity was an important barrier to target rifle shooting (38% of those who did not participate but expressed much interest named this as a constraint), pond fishing (36%), sailing (36%), and horseback riding (33%).
- There appears to be some concern that outdoor recreational activities may have a negative impact on Iowa's natural areas and places: 12% of residents are *very* concerned and another 42% are *somewhat* concerned (for a total of 54% concerned) about the impact of outdoor recreation on Iowa's natural areas or places. Those activities most commonly seen as having an impact on natural areas are ATVing, boating, snowmobiling, hunting, and camping. Most often, those who named an activity as having an impact did *not* participate in that activity. Camping was the only activity named as having a negative impact that had a substantial percentage of *participants* saying that it has a negative impact.

ATTITUDES TOWARD THE ENVIRONMENT, NATURAL RESOURCES, AND GREEN SPACE IN IOWA, AND THE PERCEIVED IMPACT OF ACTIVITIES ON NATURAL AREAS

- The survey discussed six types of land and asked Iowa residents whether there are too many, about the right amount, or too few lands of each type. Just more than half (51%) said there are too few forests, and more than a third said there are too few open natural areas in suburban/urban environments (36%) and too few wetlands (35%).
- Iowa residents overwhelmingly disagree that Iowa's natural areas, open spaces, and agricultural lands should be developed, if such development results in adverse impacts on natural areas and places.
- Slightly more than three quarters of Iowa residents (76%) approve of hunting, and a larger percentage (94%) approve of recreational fishing. A majority (57%) approve of trapping.

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INTRODUCTION AND METHODOLOGY

This study was conducted for the Iowa Department of Natural Resources (IDNR) to determine Iowa residents' participation and interest in outdoor recreation, as well as their attitudes toward outdoor recreation, the environment, natural areas, green space, and the IDNR. The study entailed focus groups and a telephone survey of Iowa residents. The study is part of the planning process for the State Comprehensive Outdoor Recreation Plan (SCORP). Specific aspects of the research methodology are discussed below.

The focus groups entailed in-depth, structured discussions with small groups of Iowa residents about outdoor recreation. The focus groups provided a qualitative exploration of attitudes, opinions, perceptions, motivations, constraints, participation, and behaviors. An experienced, trained moderator led the focus groups, as unobtrusively as possible, through a discussion outline and looked for insights into why individuals felt the way they did about particular issues. The moderator kept the discussion within design parameters, using a discussion guide, without exerting a strong influence on the discussion content. The focus groups were recorded for further analysis. One of the important uses of the focus groups was in the development of the survey instrument.

For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. In addition, a central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of natural resources and outdoor recreation. The telephone survey questionnaire was developed cooperatively by Responsive Management and IDNR, based on Responsive Management's experience with other SCORP surveys. Responsive Management conducted a pre-test of the questionnaire, and revisions were made to the questionnaire based on the pre-test.

To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers and other professional staff conducted project briefings with the interviewers

prior to the administration of this survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey instrument, reading of the survey instrument, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey instrument. The Survey Center Managers and statisticians monitored the data collection, including monitoring of the actual telephone interviews without the interviewers' knowledge, to evaluate the performance of each interviewer and ensure the integrity of the data. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians edited each completed survey to ensure clarity and completeness.

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in February 2006. Responsive Management obtained a total of 1,009 completed interviews.

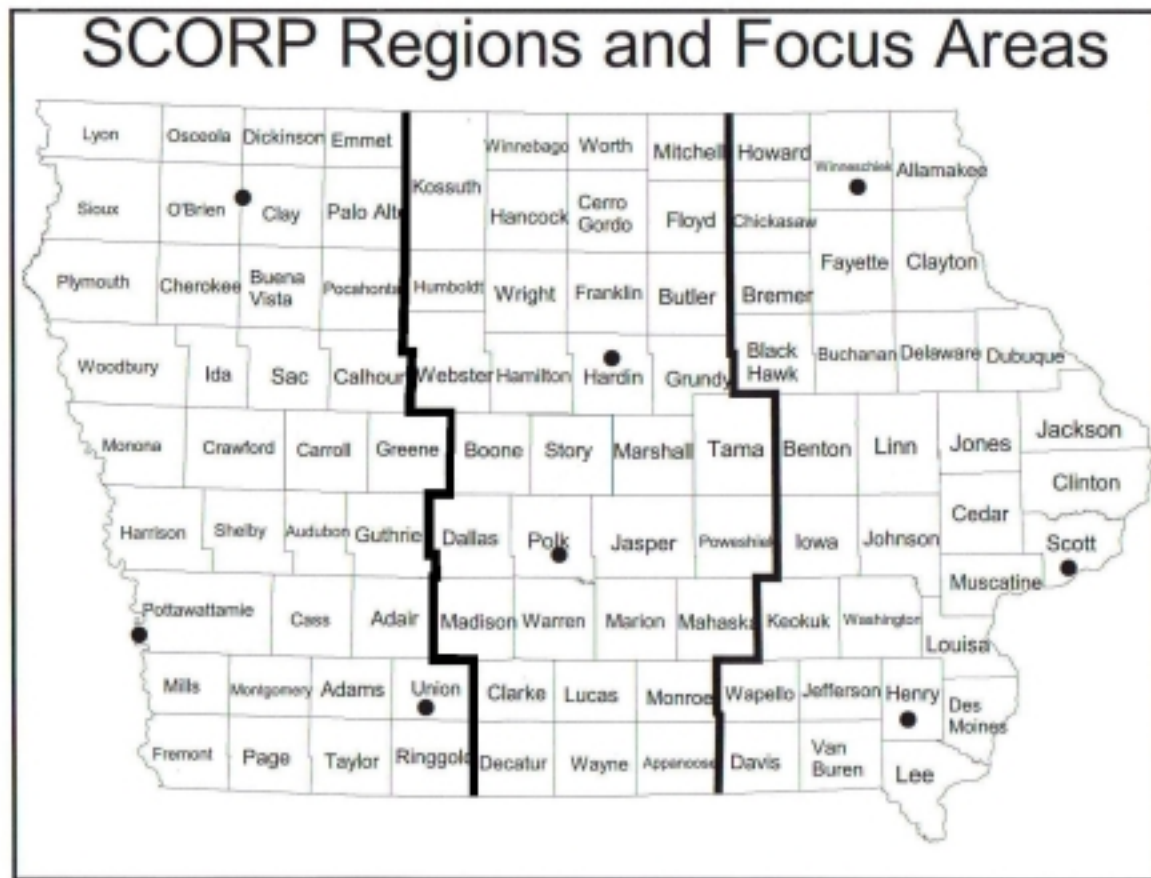
The software used for data collection was Questionnaire Programming Language 4.1 (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey instrument was programmed so that QPL branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection. The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management.

The results were weighted so that the proportions of the sample among the regions matched the distribution of the population statewide. In other words, the results were weighted so that 43% of the sample was from the Eastern Region, which matches the state population, 43% of which reside in the Eastern Region. The regional results are discussed only when a marked difference among regions occurs. The tabulation below shows the weighting factors.

Weighting Factors

Region	Actual Sample	Proportion of Total Sample	Weighting Factor	Weighted Proportion of Sample	Population Proportion in the Region
Eastern	340	33.70%	1.267	42.71%	42.71%
Central	333	33.00%	1.101	36.33%	36.33%
Western	336	33.30%	0.629	20.96%	20.96%
Total	1,009				

The regions are shown in the map below. The dots correspond to focus group locations.



Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of Iowa residents 18 years old and older, the sampling error is at most plus or minus 3.08 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall within plus or minus 3.08 percentage points of each other. Sampling errors shown in the table below was calculated using the formula shown.

	Population (18 and over)	Sample	Sampling error
Eastern	936,429	340	5.31
Central	796,640	333	5.37
Western	459,617	336	5.34
Total	2,192,686	1009	3.08

Sampling error equation:

$$B = \left(\sqrt{\frac{N_p(.25)}{N_s} - .25} \right) \frac{N_s}{N_p - 1} (1.96)$$

Where: B = maximum sampling error (as decimal)

N_p = population size (I.e., total number who could be surveyed)

N_s = sample size (I.e., total number of respondents surveyed)

Derived from formula: p. 206 in Dillman, D. A. 2000. *Mail and Internet Surveys*. John Wiley and Sons, NY.

Note: This is a simplified version of the formula that calculates the maximum sampling error using a 50:50 split (the most conservative calculation because a 50:50 split would give maximum variation).

Note that some results may not sum to exactly 100% because of rounding. Additionally, rounding on the graphs may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “strongly support” and “moderately support” are summed to determine the total percentage in support).

SUMMARY TABLE OF ALL ACTIVITIES

- The summary table below shows information about each activity that is discussed in more detail in the body of this report. The mean number of days is shown among all respondents (those who did not participate were coded as participating 0 days); the mean is also shown just among participants. Latent demand is the percentage who are very interested minus the percentage who have participated.

Summary Table for All Activities

Activity	Percent Participated Past 2 Years	Absolute No. Participated (in thousands)	Mean Days Participated (among all)	Mean Days Participated (among participants)	Percent Very Interested	Latent Demand (% Inter. – % Part.)	Rating of Satisfaction (Percentages Very Satisfied / Very Dissatisfied)	Percent Saying Activity Improved / Declined	Percent Rating Availability Excellent / Poor	Percent Rating State's Efforts at Providing Opportunities Excellent / Poor
ATVing	13	286	4.3	35.6	17	4	30 / 10	28 / 28	9 / 33	9 / 31
Baseball	7	158	0.9	13.1	13	6	*	*	*	*
Basketball	5	116	1.0	19.5	14	9	55 / 0	0 / 0	36 / 6	11 / 11
Biking – mountain	7	152	1.5	22.0	11	4	63 / 4	41 / 7	41 / 14	21 / 14
Birding	16	362	19.3	129.2	25	9	68 / 3	41 / 12	49 / 5	21 / 4
Boating – canoeing or kayaking	5	115	0.4	6.8	14	9	*	*	*	*
Boating – motorboating	14	298	2.0	15.0	21	7	61 / 4	25 / 22	20 / 9	17 / 7
Boating - point-to-point water trail recreation	10	226	0.9	9.9	20	10	*	*	*	*
Boating – riding personal watercraft	4	79	0.4	11.3	10	7	*	*	*	*
Boating – sailing	1	22	0.1	*	6	5	*	*	*	*
Cabin – modern cabin use	2	38	0.1	6.7	18	16	*	*	*	*
Camper cabin use	2	52	0.2	10.9	16	13	*	*	*	*
Camping in a 5th wheel	4	80	1.2	33.4	9	5	66 / 5	42 / 12	32 / 10	20 / 5
Camping in a fold down	4	80	0.4	12.0	9	6	58 / 0	34 / 0	39 / 5	24 / 0
Camping in a motorhome	7	148	0.8	12.4	15	8	75 / 4	53 / 2	46 / 4	32 / 2
Camping in a pickup or van	2	33	0.1	6.0	5	4	*	*	*	*
Camping in a tent	17	371	1.2	7.0	27	10	62 / 4	46 / 10	23 / 6	15 / 12
Dog areas – using off-leash dog areas or dog parks	8	165	3.1	41.9	15	7	57 / 26	37 / 0	28 / 32	6 / 53

Activity	Percent Participated Past 2 Years	Absolute No. Participated (in thousands)	Mean Days Participated (among all)	Mean Days Participated (among participants)	Percent Very Interested	Latent Demand (% Inter. – % Part.)	Rating of Satisfaction (Percentages Very Satisfied / Very Dissatisfied)	Percent Saying Activity Improved / Declined	Percent Rating Availability Excellent / Poor	Percent Rating State's Efforts at Providing Opportunities Excellent / Poor
Dog trials or competitions	1	17	0.3	*	4	3	*	*	*	*
Driving for pleasure	55	1,205	17.6	35.0	61	6	66 / 1	36 / 12	43 / 1	24 / 3
Family oriented activities	68	1,494	7.1	10.9	74	6	64 / 1	48 / 4	31 / 1	23 / 1
Field hockey	less than 0.5	less than 1	less than 0.1	*	2	2	*	*	*	*
Fishing from a boat	19	413	2.9	15.8	32	13	55 / 5	26 / 29	25 / 8	22 / 9
Fishing from the shore	27	597	4.4	16.4	38	11	58 / 0	24 / 8	32 / 2	25 / 0
Fishing, in lake	26	576	4.0	15.4	39	13	57 / 0	31 / 18	37 / 3	36 / 0
Fishing, in pond	16	348	2.3	14.6	29	13	65 / 2	19 / 21	40 / 4	27 / 0
Fishing, in stream or river	20	436	3.1	16.0	32	13	35 / 0	19 / 38	21 / 0	10 / 0
Fishing, trout stream	5	104	0.4	9.9	14	10	*	*	*	*
Football	4	86	0.4	10.0	12	8	*	*	*	*
Geocaching	less than 0.5	8	less than 0.1	*	3	3	*	*	*	*
Golf	23	497	5.7	25.4	26	3	70 / 0	65 / 5	52 / 1	40 / 4
Harvesting natural products from the outdoors	16	359	1.9	12.1	24	8	87 / 5	42 / 8	40 / 5	40 / 5
Hiking	32	710	7.0	22.3	39	6	58 / 1	52 / 4	28 / 4	20 / 3
Horseback riding	9	204	1.7	20.0	23	14	58 / 9	21 / 6	5 / 17	13 / 17
Hunting big game	12	256	1.7	14.6	16	5	69 / 0	43 / 5	43 / 1	30 / 3
Hunting in a preserve	2	47	0.1	4.9	6	4	*	*	*	*
Hunting small game	14	298	1.8	14.0	18	4	71 / 4	29 / 23	43 / 12	19 / 10
Hunting waterfowl	3	55	0.4	16.6	7	4	*	*	*	*
Lacrosse	less than 0.5	3	less than 0.1	*	1	1	*	*	*	*
Natural resource festival or event	10	210	0.2	2.5	29	19	*	*	*	*
Natural resource or environmental education program with a naturalist or interpreter	13	275	0.4	3.5	30	17	*	*	*	*
Rock climbing	1	20	less than 0.1	*	6	5	*	*	*	*
Rugby	less than 0.5	8	0.1	*	2	2	*	*	*	*

Activity	Percent Participated Past 2 Years	Absolute No. Participated (in thousands)	Mean Days Participated (among all)	Mean Days Participated (among participants)	Percent Very Interested	Latent Demand (% Inter. – % Part.)	Rating of Satisfaction (Percentages Very Satisfied / Very Dissatisfied)	Percent Saying Activity Improved / Declined	Percent Rating Availability Excellent / Poor	Percent Rating State's Efforts at Providing Opportunities Excellent / Poor
Sailboarding or windsurfing	less than 0.5	5	less than 0.1	*	4	4	*	*	*	*
Shooting – skeet	5	99	0.5	11.0	10	5	*	*	*	*
Shooting – sporting clays	6	140	0.4	6.9	11	5	*	*	*	*
Shooting – target handgun	8	175	1.1	14.4	14	6	*	*	*	*
Shooting – target rifle	13	280	1.8	14.6	19	6	*	*	*	*
Shooting – target shooting with a bow and arrow	7	146	1.7	26.0	13	7	*	*	*	*
Shooting – trap	8	182	0.9	11.0	11	3	*	*	*	*
Skiing – cross-country	2	39	0.1	8.4	8	6	*	*	*	*
Snowmobiling	4	95	0.3	6.3	10	6	*	*	*	*
Soccer	2	53	0.6	24.2	8	6	61 / 0	54 / 11	24 / 0	49 / 11
Softball	8	176	1.7	21.7	16	8	64 / 0	34 / 6	15 / 0	25 / 12
Spelunking	1	26	less than 0.1	2.0	5	4	*	*	*	*
Swimming in natural waters	22	482	2.7	12.5	29	7	44 / 7	26 / 26	29 / 9	18 / 3
Swimming in public outdoor pools	26	573	4.9	19.2	36	10	51 / 0	59 / 9	40 / 1	33 / 1
Trails for physical fitness	41	905	15.1	38.3	51	10	65 / 2	70 / 0	44 / 3	43 / 3
Trapping	1	14	0.3	*	3	2	*	*	*	*
Visiting entertainment facilities	26	570	4.3	17.0	37	11	61 / 0	62 / 1	35 / 0	17 / 0
Volleyball	4	96	0.6	13.1	14	9	*	*	*	*
Wildlife viewing – observing, feeding, or photographing wildlife around home	44	963	57.3	139.8	52	8	67 / 1	40 / 4	46 / 1	28 / 3
Wildlife viewing – taking trip at least 1 mile from home to view wildlife	24	527	5.4	22.9	38	14	47 / 6	20 / 24	28 / 13	11 / 20

*Sample size too small

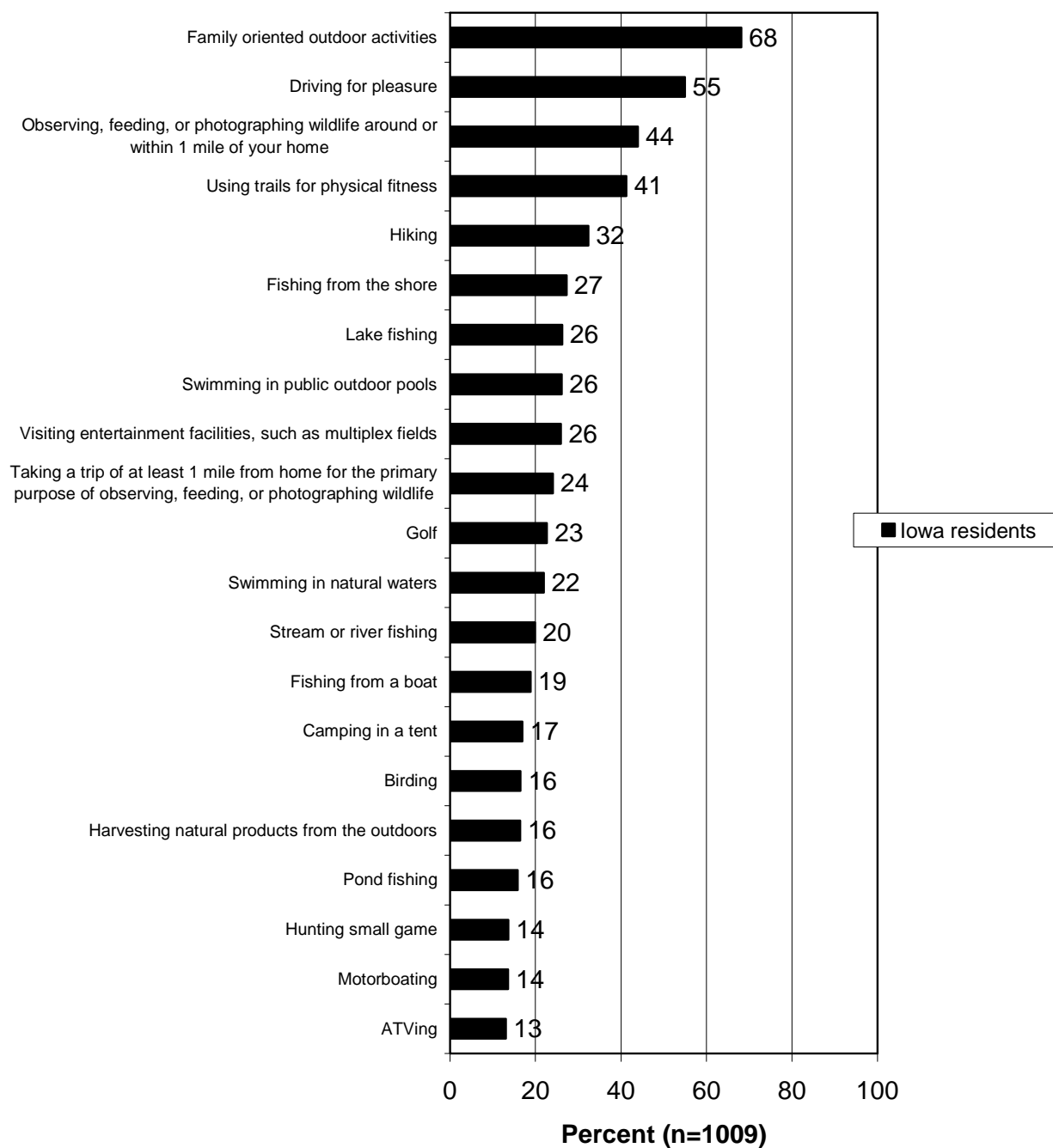
PARTICIPATION IN ACTIVITIES

PARTICIPATION RATES

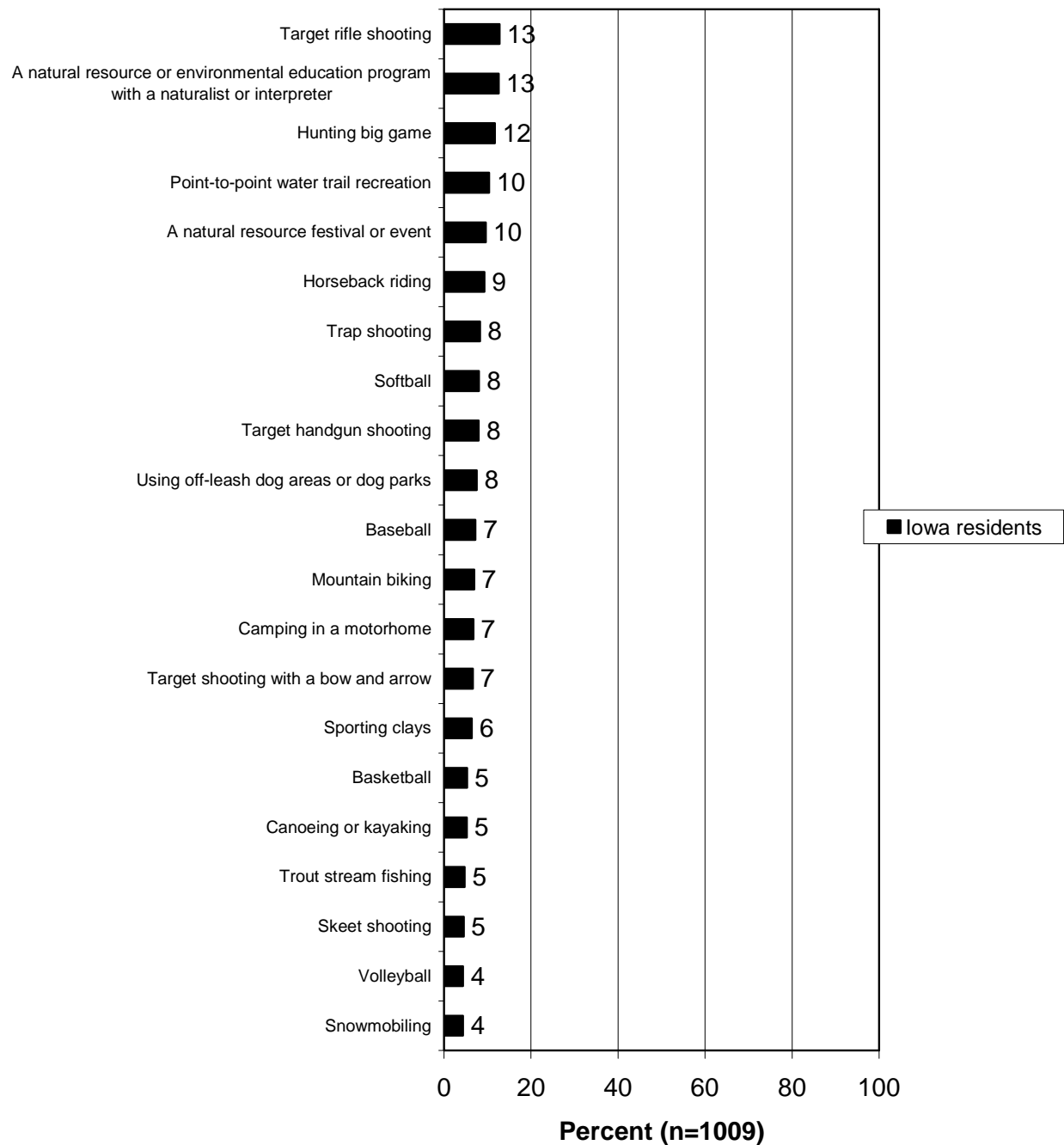
- Majorities of Iowa residents participated in family-oriented outdoor activities (68%) and driving for pleasure (55%) in the past 2 years. Also with fairly high participation rates are observing, feeding, or photographing wildlife within 1 mile of home (44%) and using trails for physical fitness (41%). These four activities have markedly higher participation rates than other activities.
 - The analysis included a breakdown of activities by type: wildlife-related activities (including hiking and camping), motorized activities, competitive sports—individual and team sports, shooting activities, water-related activities, fishing, boating, and camping. Wildlife-related and water-related activities both had higher rates of participation, in general, than did the other types of activities.
 - The most popular *wildlife-related activities*, all with about a quarter or more participating, include observing, feeding, or photographing wildlife around or within 1 mile of home (44%), hiking (32%), fishing from the shore (27%), lake fishing (26%), and taking a trip of at least 1 mile from home for the primary purpose of observing, feeding, or photographing wildlife (24%).
 - The most popular *motorized activities* include driving for pleasure (55%), distantly followed by motorboating (14%) and ATVing (13%).
 - The most popular *competitive sports* include golf (23%), softball (8%), and baseball (7%).
 - The most popular *shooting activities* include hunting small game (14%), target rifle shooting (13%), and hunting big game (12%).
 - The most popular *water-related activities* include fishing from the shore (27%), lake fishing (26%), and swimming in public outdoor pools (26%).
 - The most popular types of *fishing* include fishing from the shore (27%), lake fishing (26%), stream or river fishing (20%), and fishing from a boat (19%).
 - The most popular *boating activities* are fishing from a boat (19%) and motorboating (14%).
 - The most popular type of *camping* is in a tent (17%).
- Absolute numbers of participants in the outdoor activities are shown in graphs, as well.

- The survey asked respondents to name the *two* activities that they *participated in the most* in the past 2 years. In this measurement of activities in which people are most avid, again family-oriented outdoor activities and driving for pleasure (both at 21%) are the top. Another group of three activities at the top are observing, feeding, or photographing wildlife within 1 mile of home (13%), trail use for physical fitness (13%), and golf (12%).
- The most popular *wildlife-related activities* include observing, feeding, or photographing wildlife around or within 1 mile of home (13%) and hiking (9%).
 - The most popular *motorized activities* include driving for pleasure (21%), distantly followed by ATVing (3%) and motorboating (3%).
 - The most popular *competitive sports* include golf (12%) and softball (2%).
 - The most popular *shooting activities* include hunting big game (5%) and hunting small game (4%).
 - The most popular *water-related activities* include swimming in public outdoor pools (7%) and fishing from the shore (6%).
 - The most popular types of *fishing* include fishing from the shore (6%), lake fishing (5%), and fishing from a boat (5%).
 - The most popular *boating activities* are fishing from a boat (5%) and motorboating (3%).
 - The most popular types of *camping* are in a tent (3%) and in a motorhome (3%).
 - Regional results: Hunting small game appears to be slightly more of an activity for Western Region residents than Eastern Region residents.

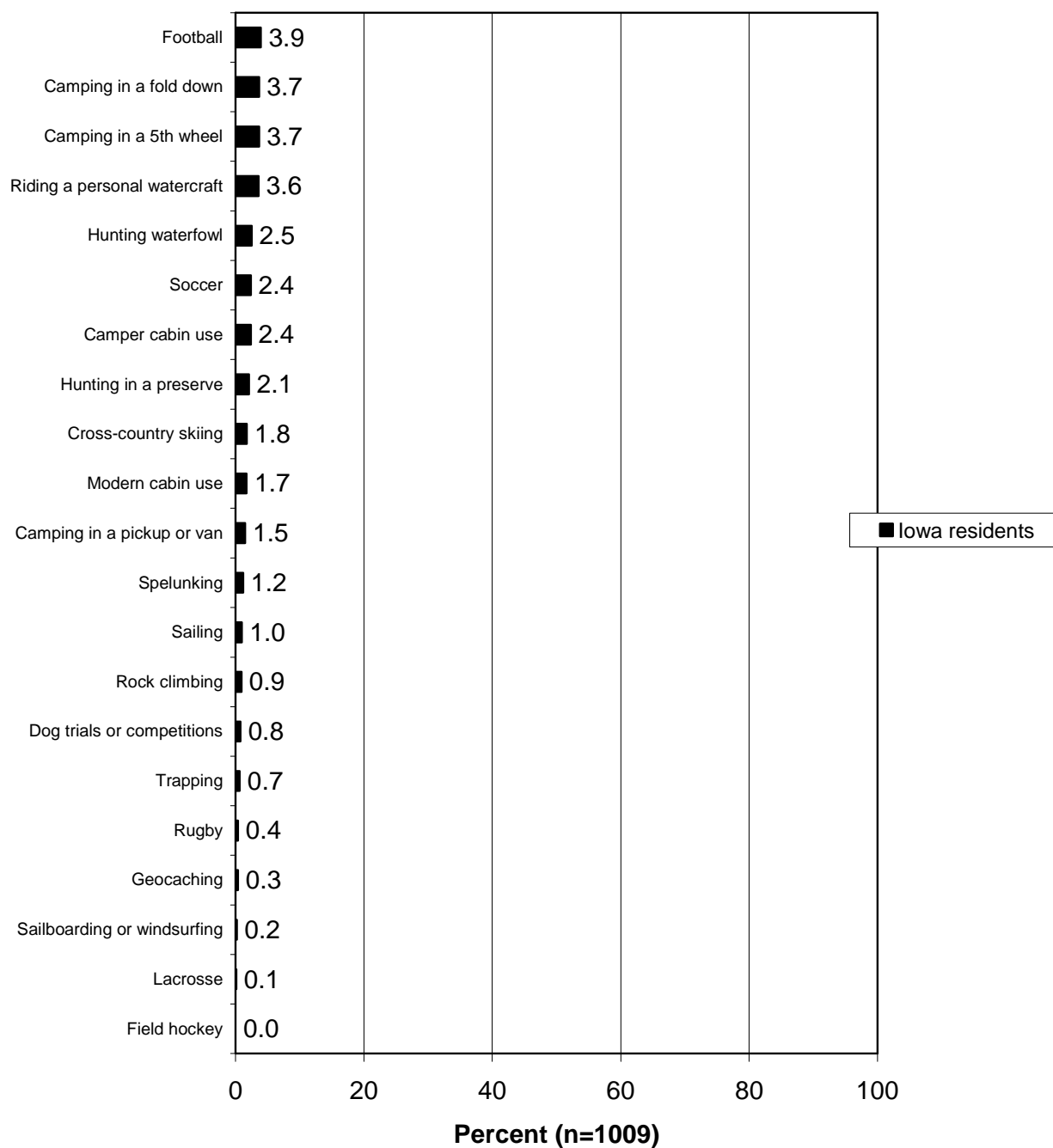
**Percent who have participated in the following
activities in Iowa in the past 2 years.
(Part 1)**



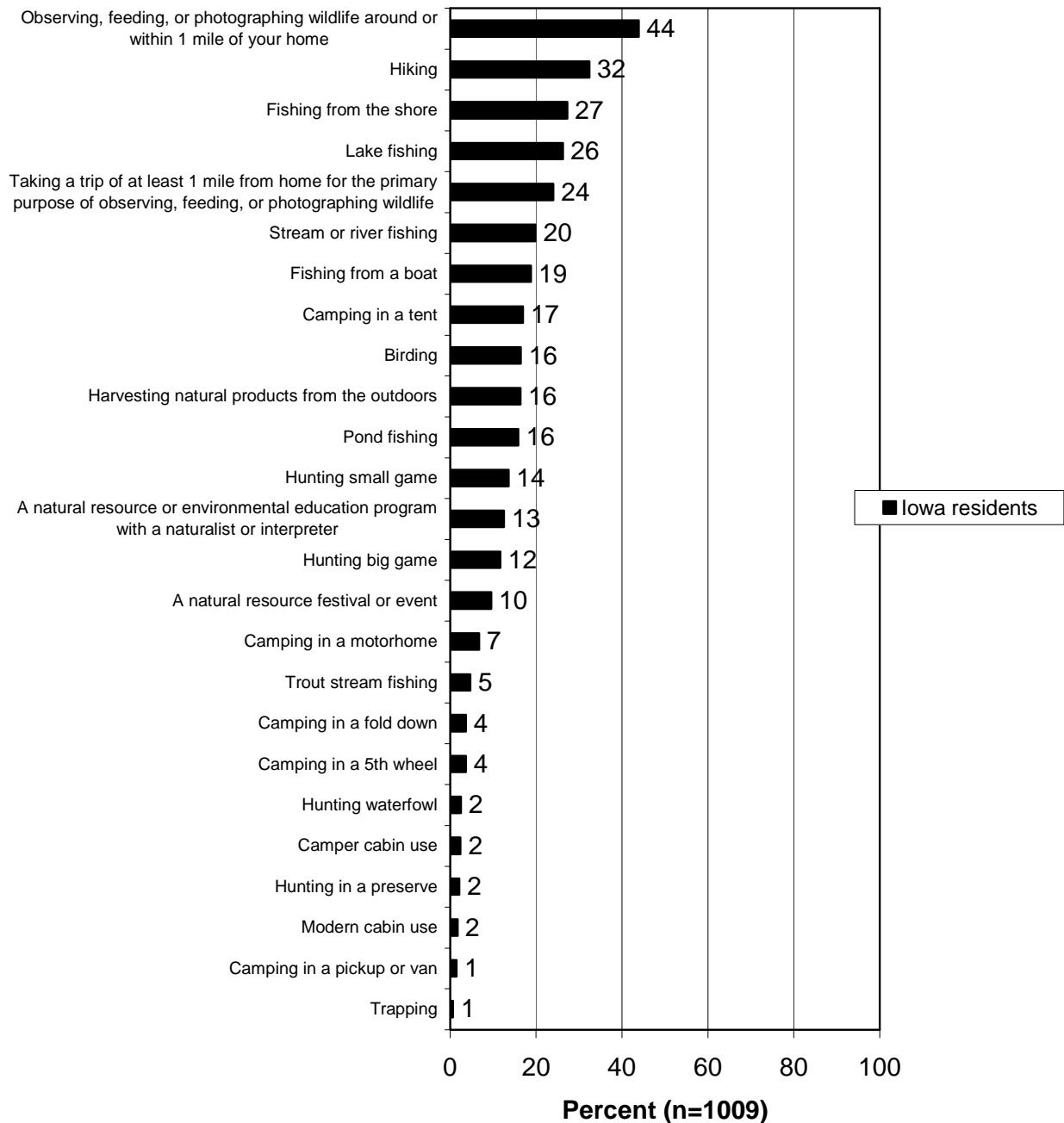
**Percent who have participated in the following
activities in Iowa in the past 2 years.
(Part 2)**



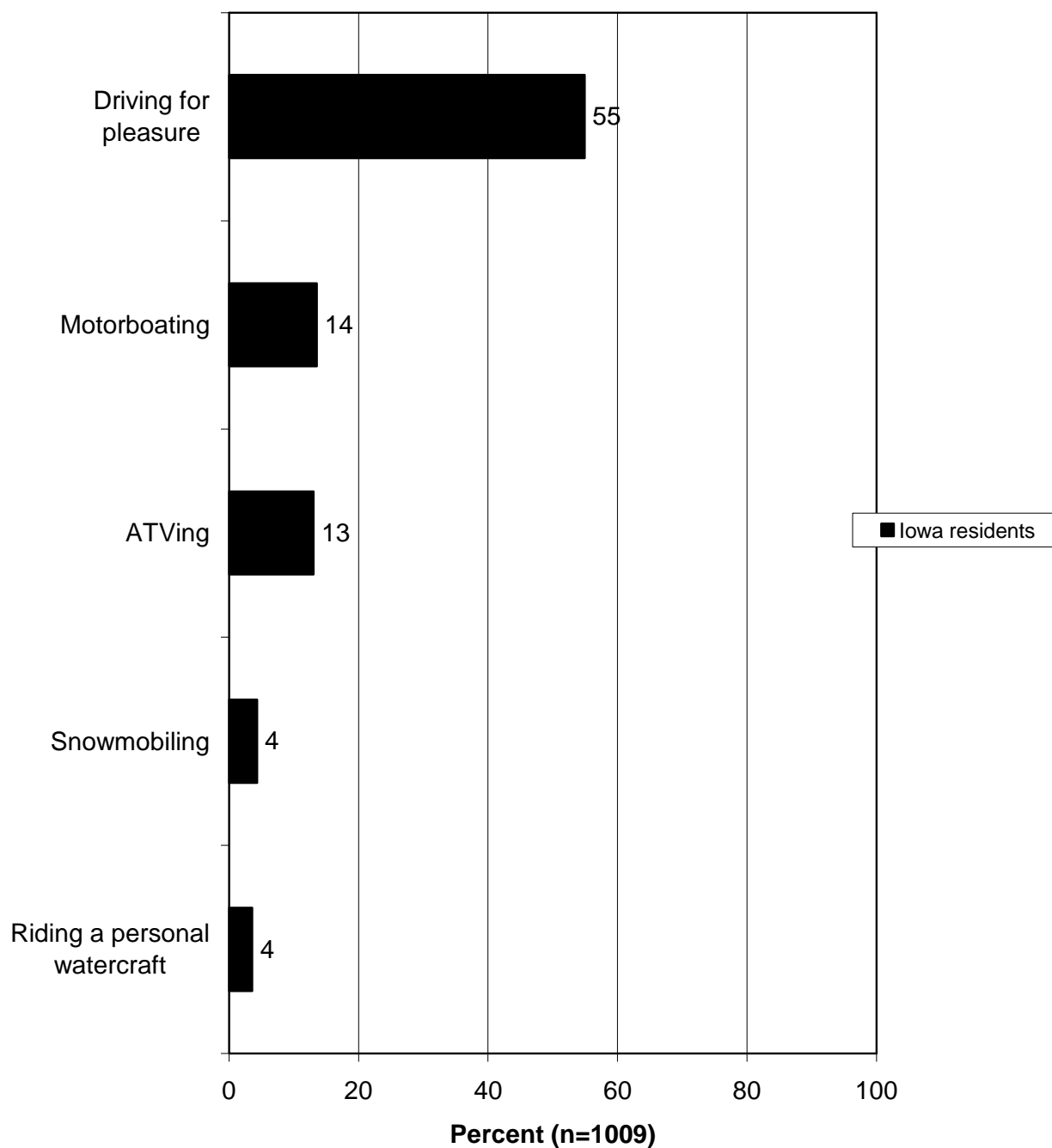
**Percent who have participated in the following
activities in Iowa in the past 2 years.
(Part 3)**



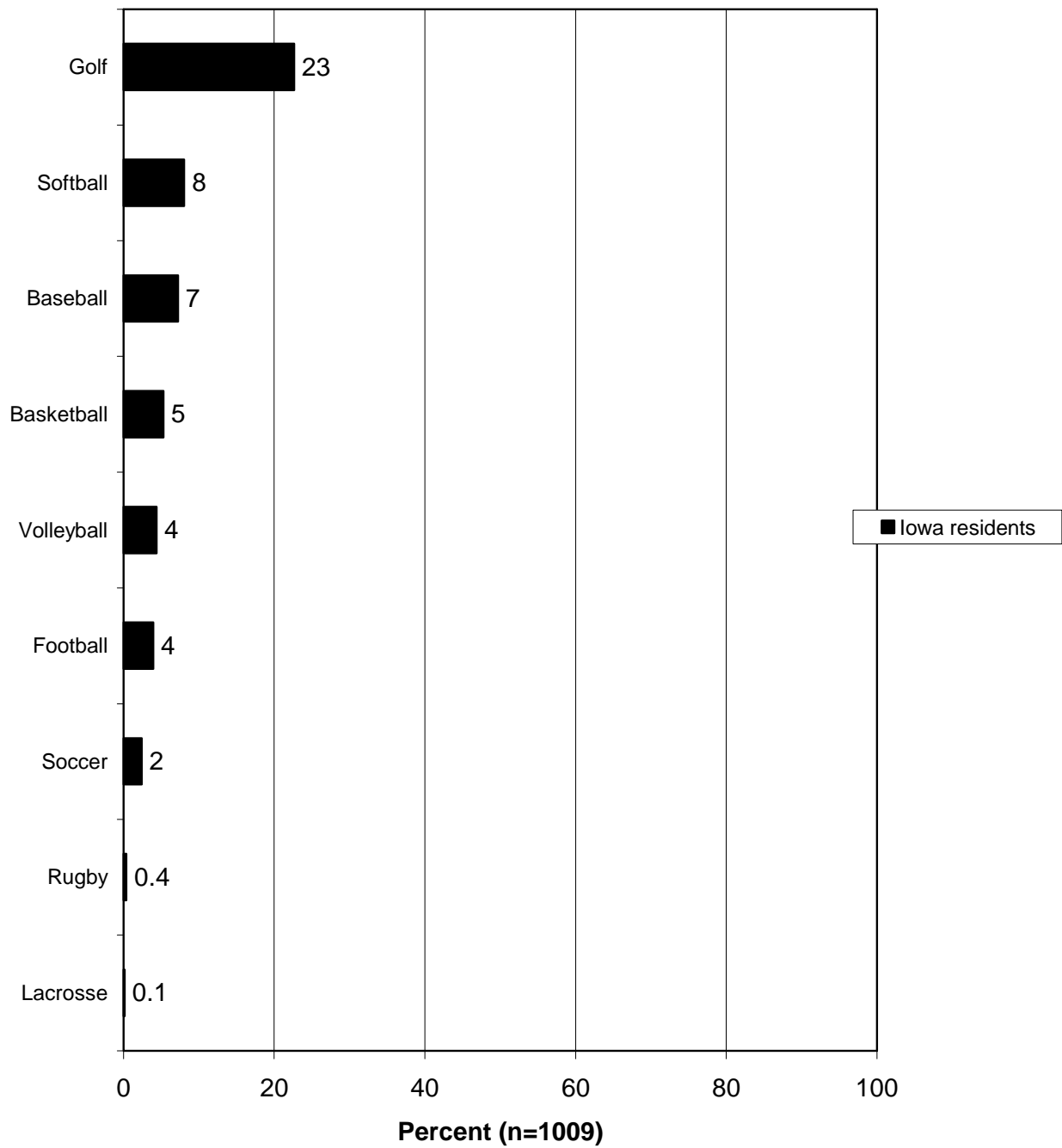
**Percent who have participated in the following
activities in Iowa in the past 2 years.
(Wildlife-Related Activities, Including Hiking and
Camping)**



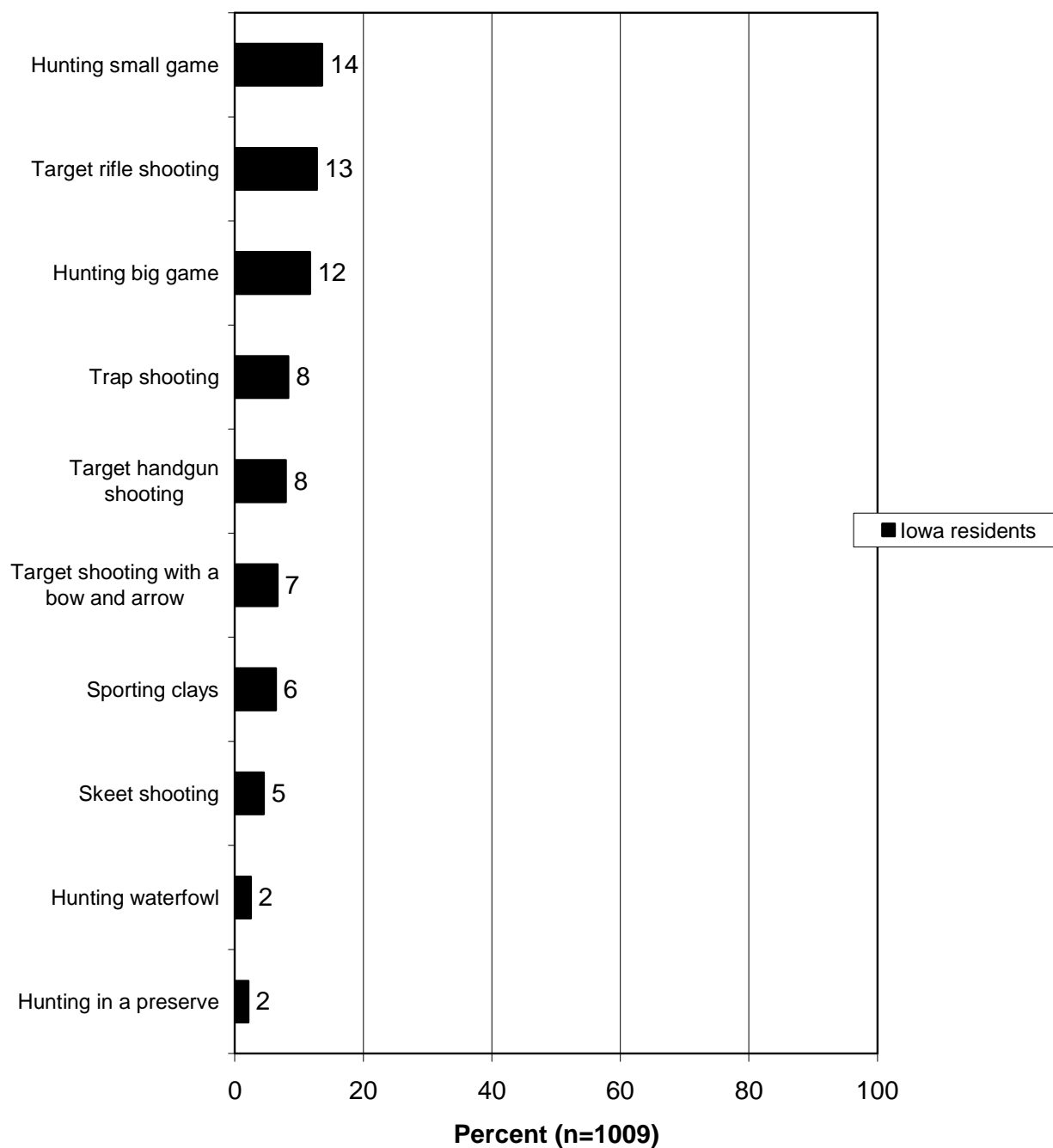
**Percent who have participated in the following
activities in Iowa in the past 2 years.
(Motorized Activities)**



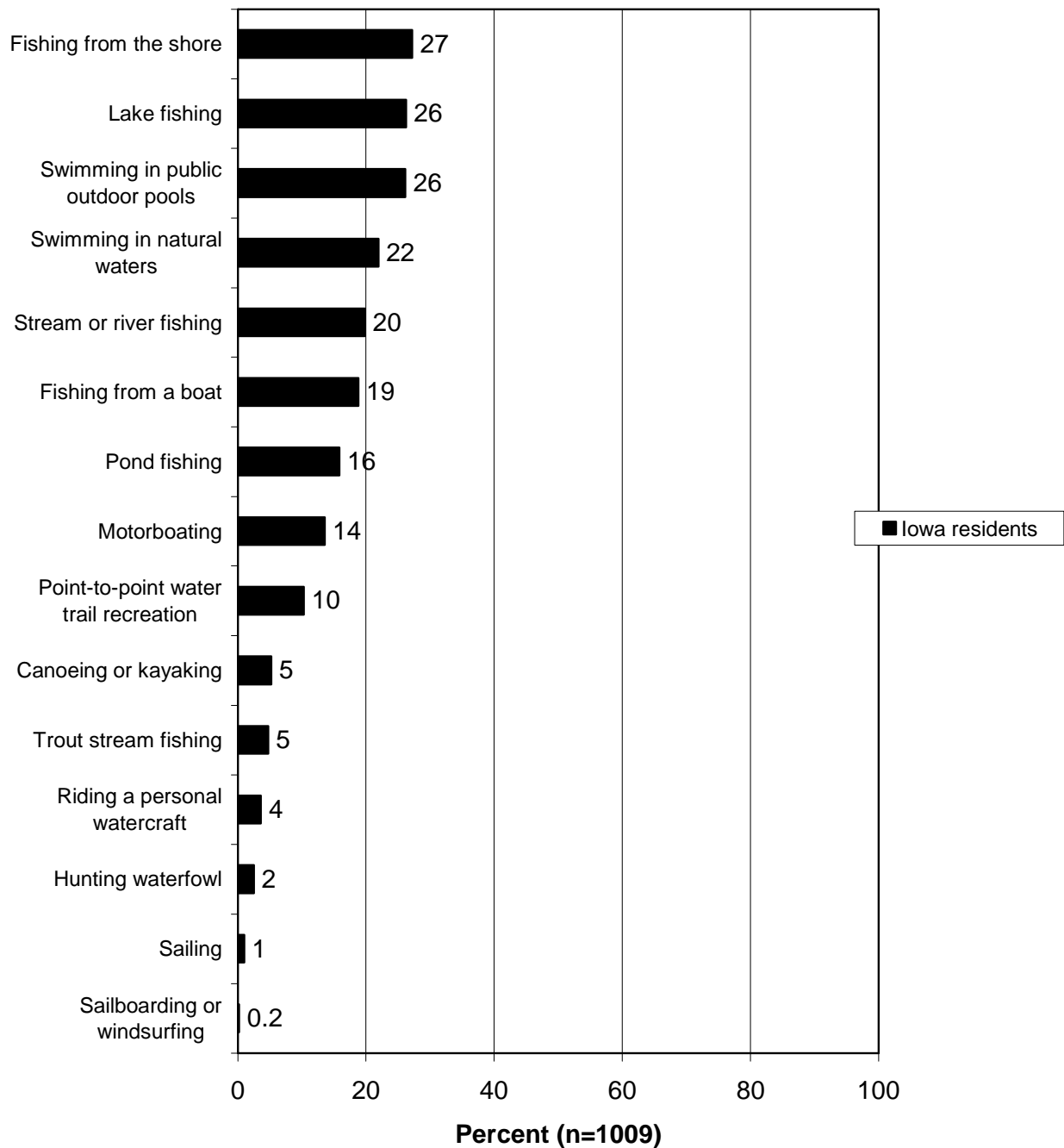
**Percent who have participated in the following
activities in Iowa in the past 2 years.
(Competitive Sports - Individual and Team Sports)**



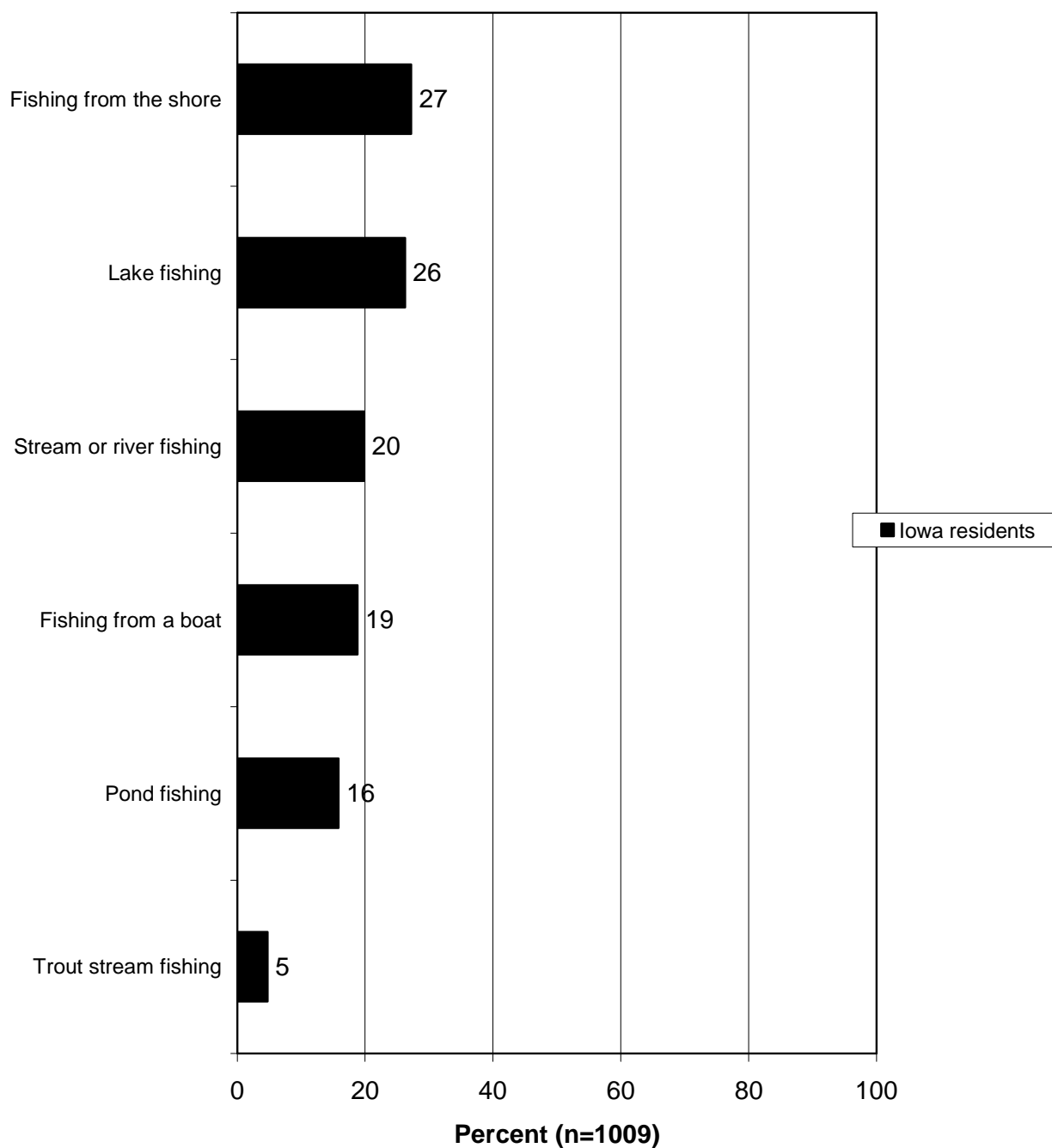
**Percent who have participated in the following
activities in Iowa in the past 2 years.
(Shooting Activities)**



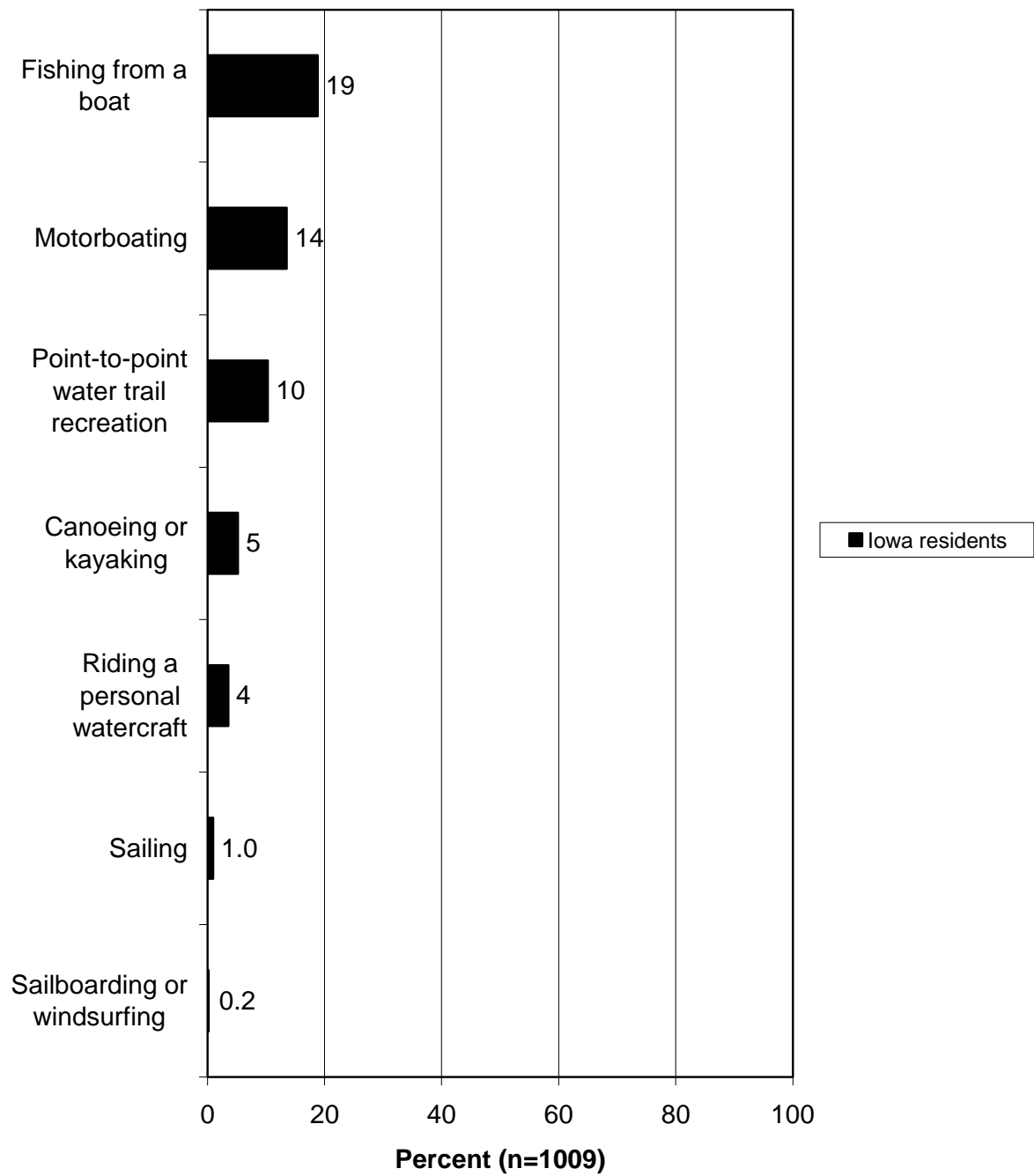
**Percent who have participated in the following
activities in Iowa in the past 2 years.
(Water-Related Activities)**



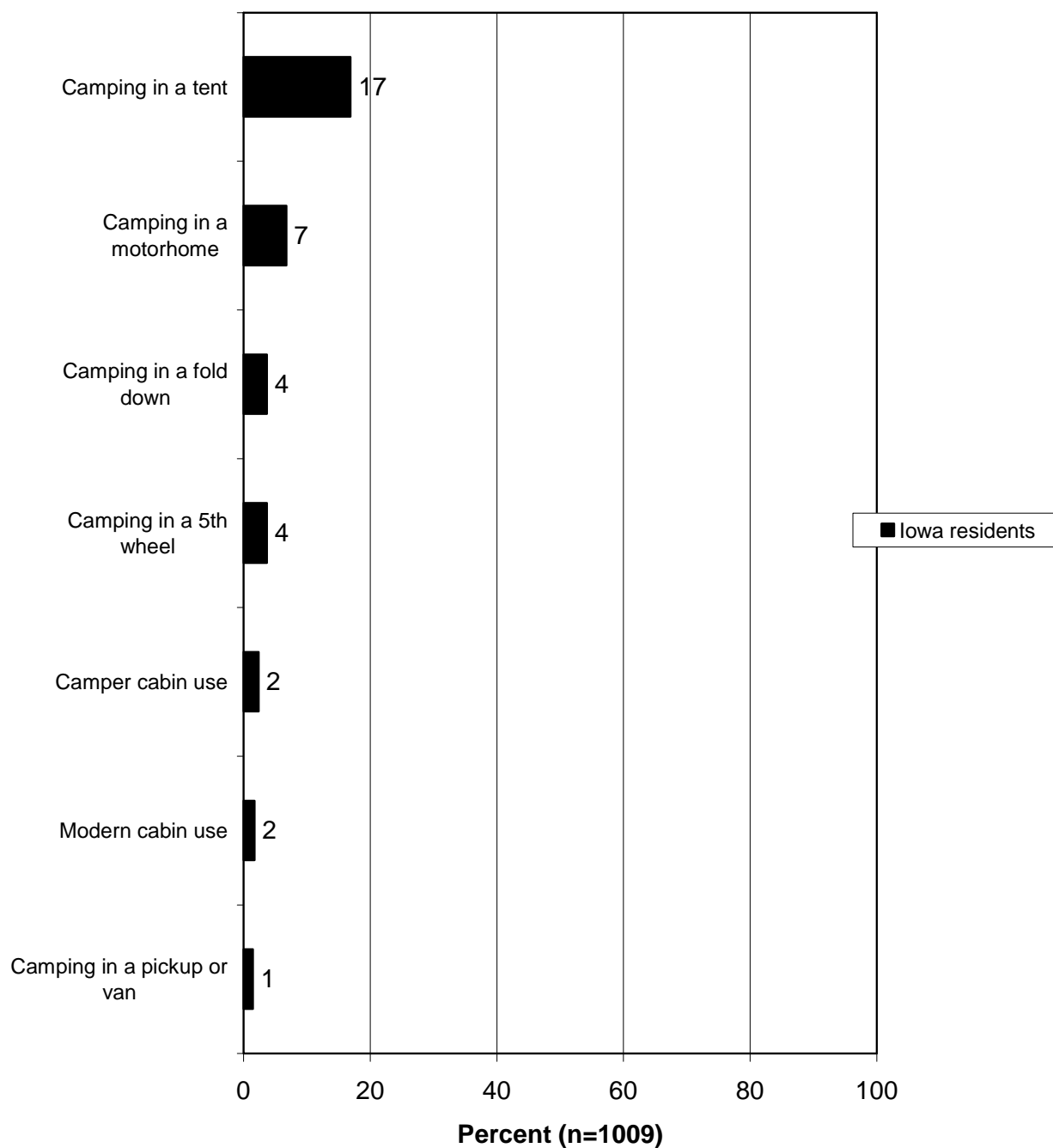
**Percent who have participated in the following
activities in Iowa in the past 2 years.
(Fishing)**



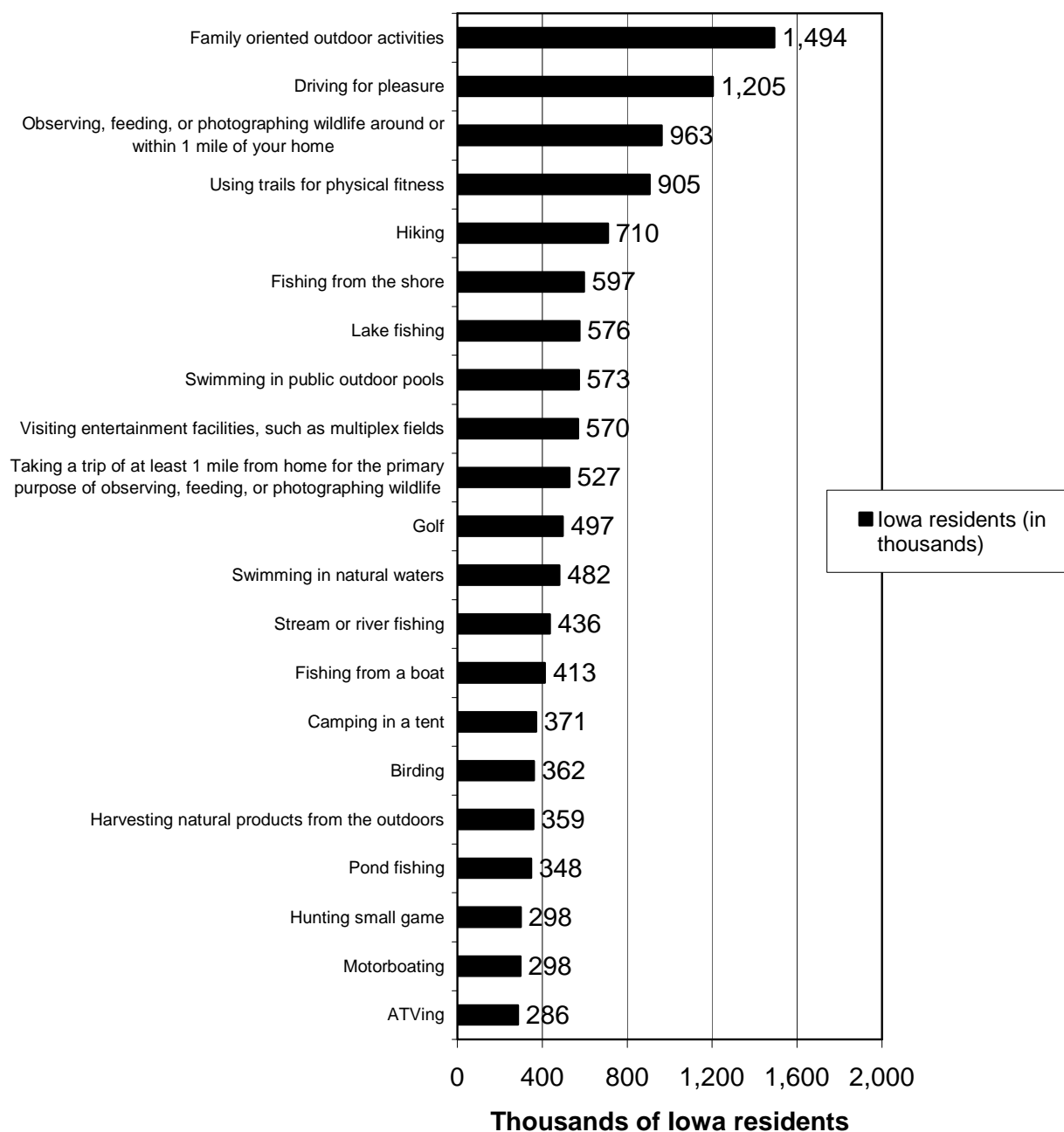
**Percent who have participated in the following
activities in Iowa in the past 2 years.
(Boating)**



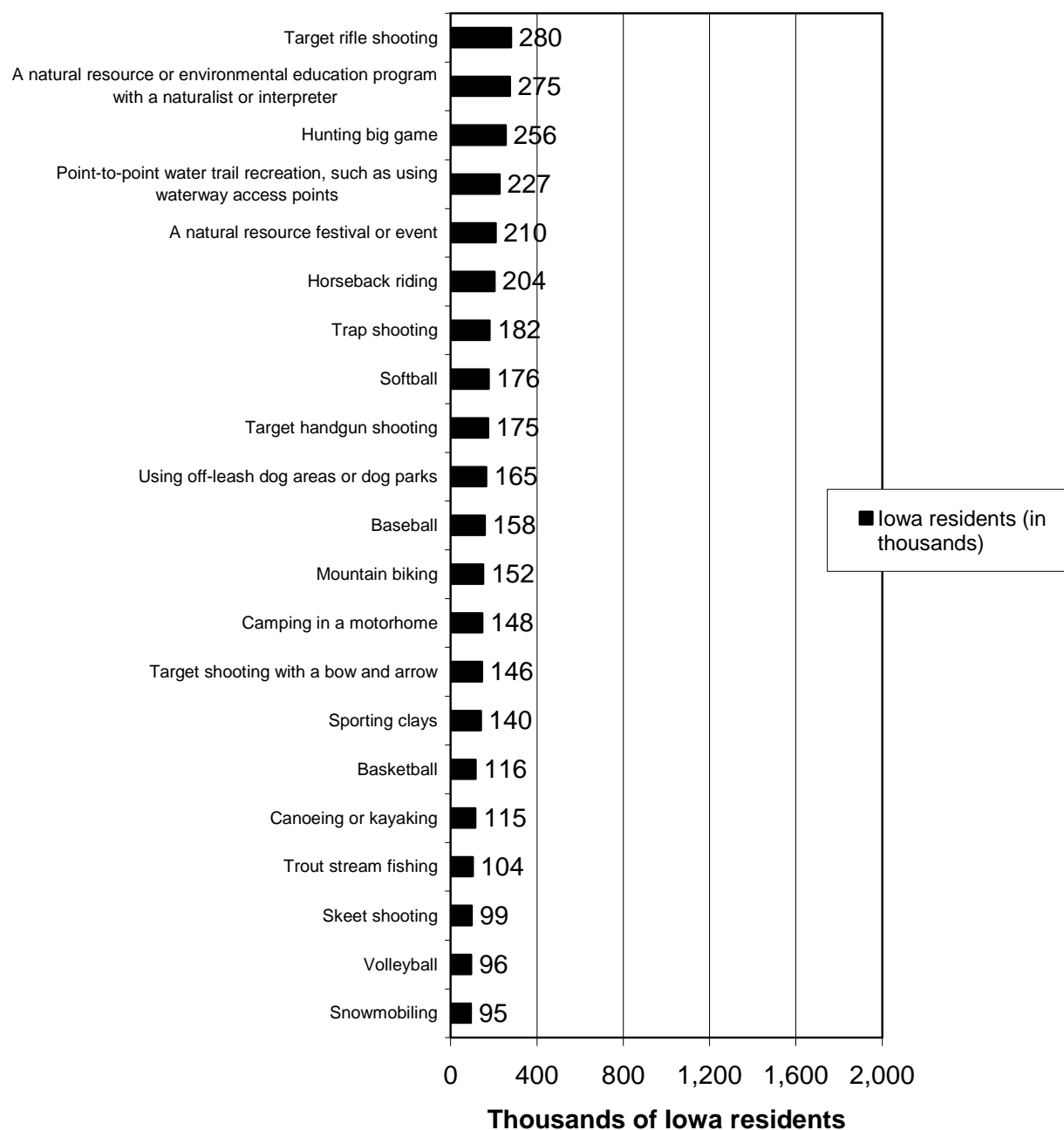
**Percent who have participated in the following
activities in Iowa in the past 2 years.
(Camping)**



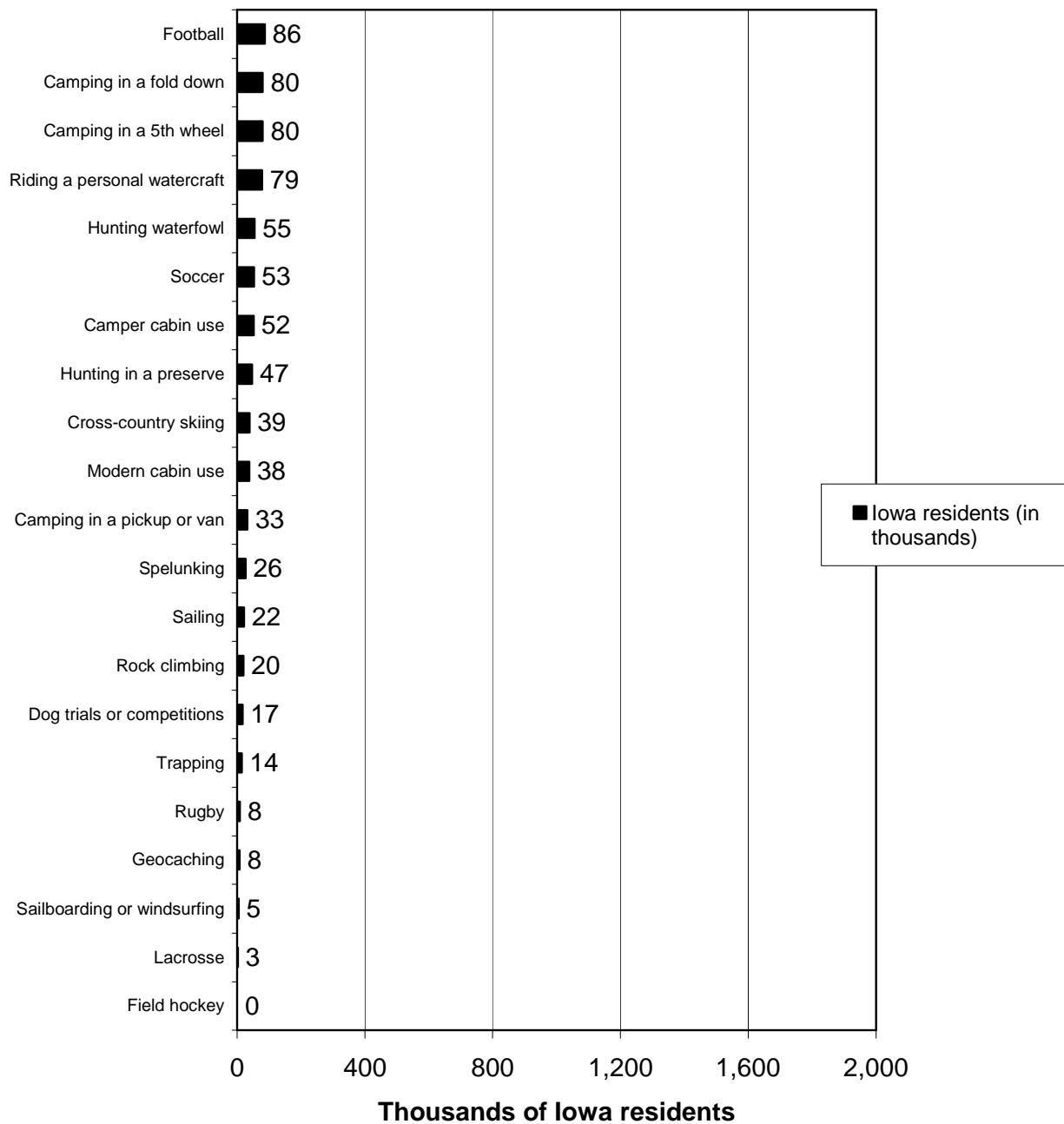
**Estimated number of Iowa residents 18 or older, in thousands, who participated in the following activities in Iowa in the past 2 years.
(Part 1)**



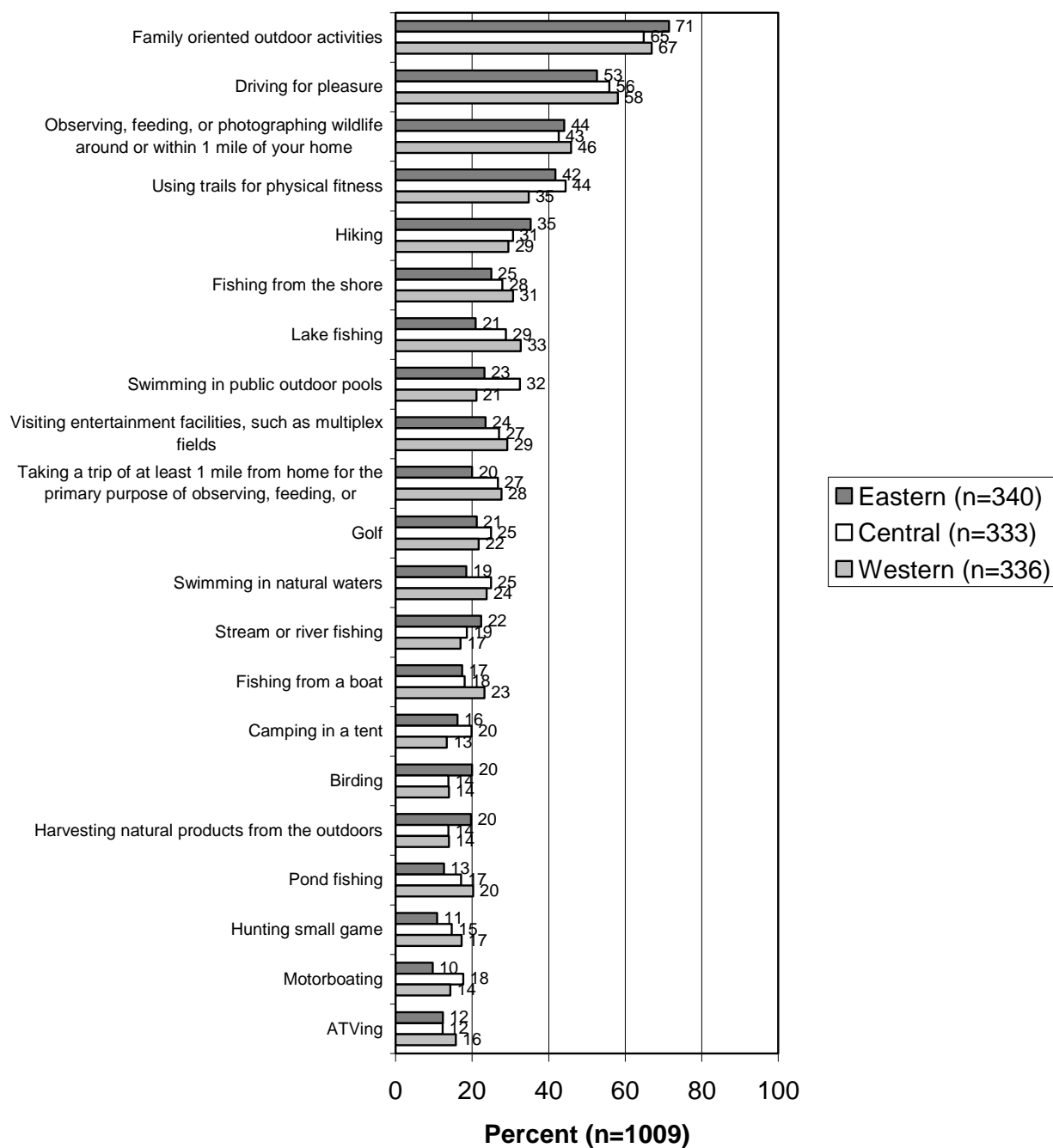
**Estimated number of Iowa residents 18 or older, in
thousands, who participated in the following
activities in Iowa in the past 2 years.
(Part 2)**



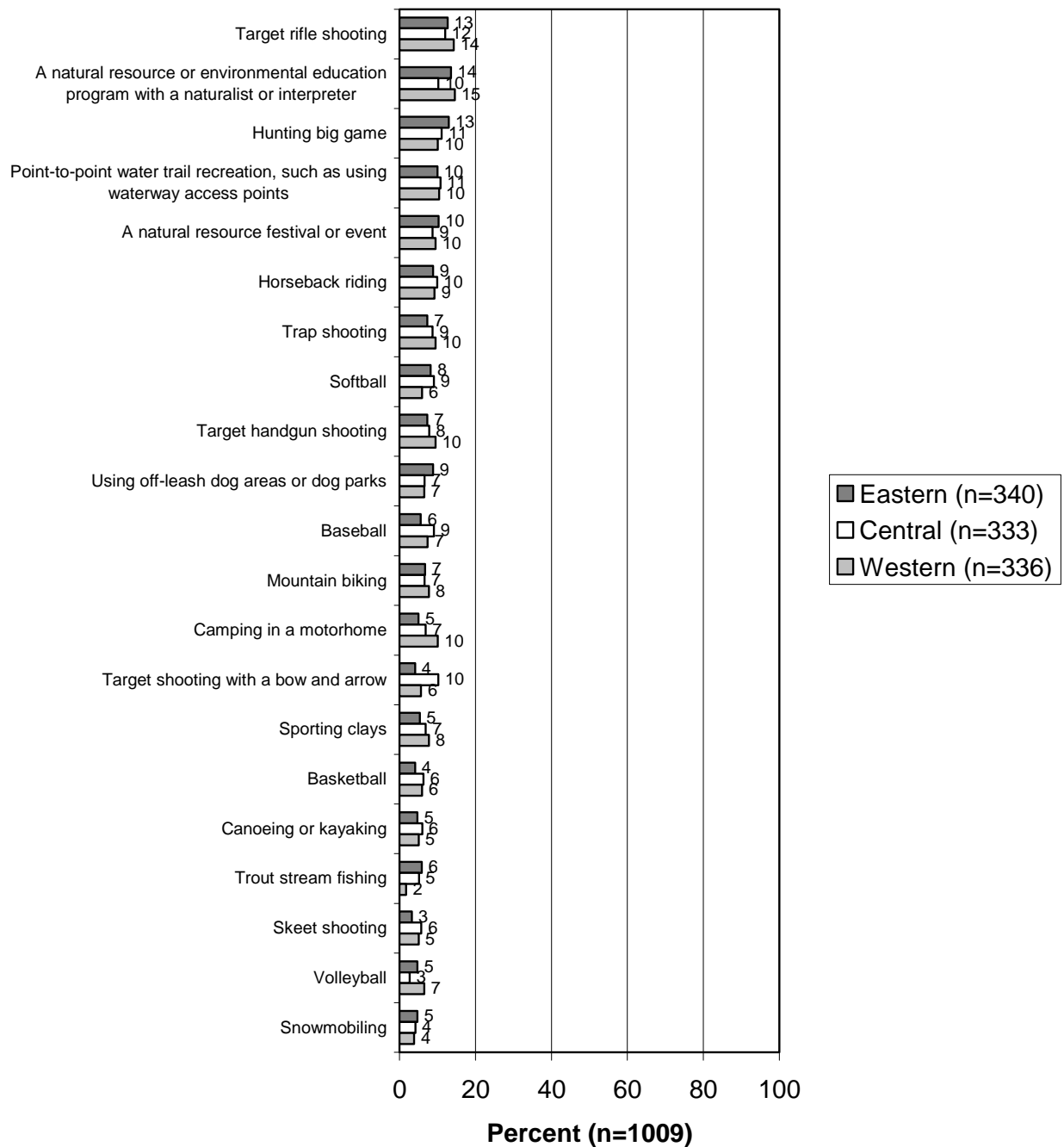
**Estimated number of Iowa residents 18 or older, in
thousands, who participated in the following
activities in Iowa in the past 2 years.
(Part 3)**



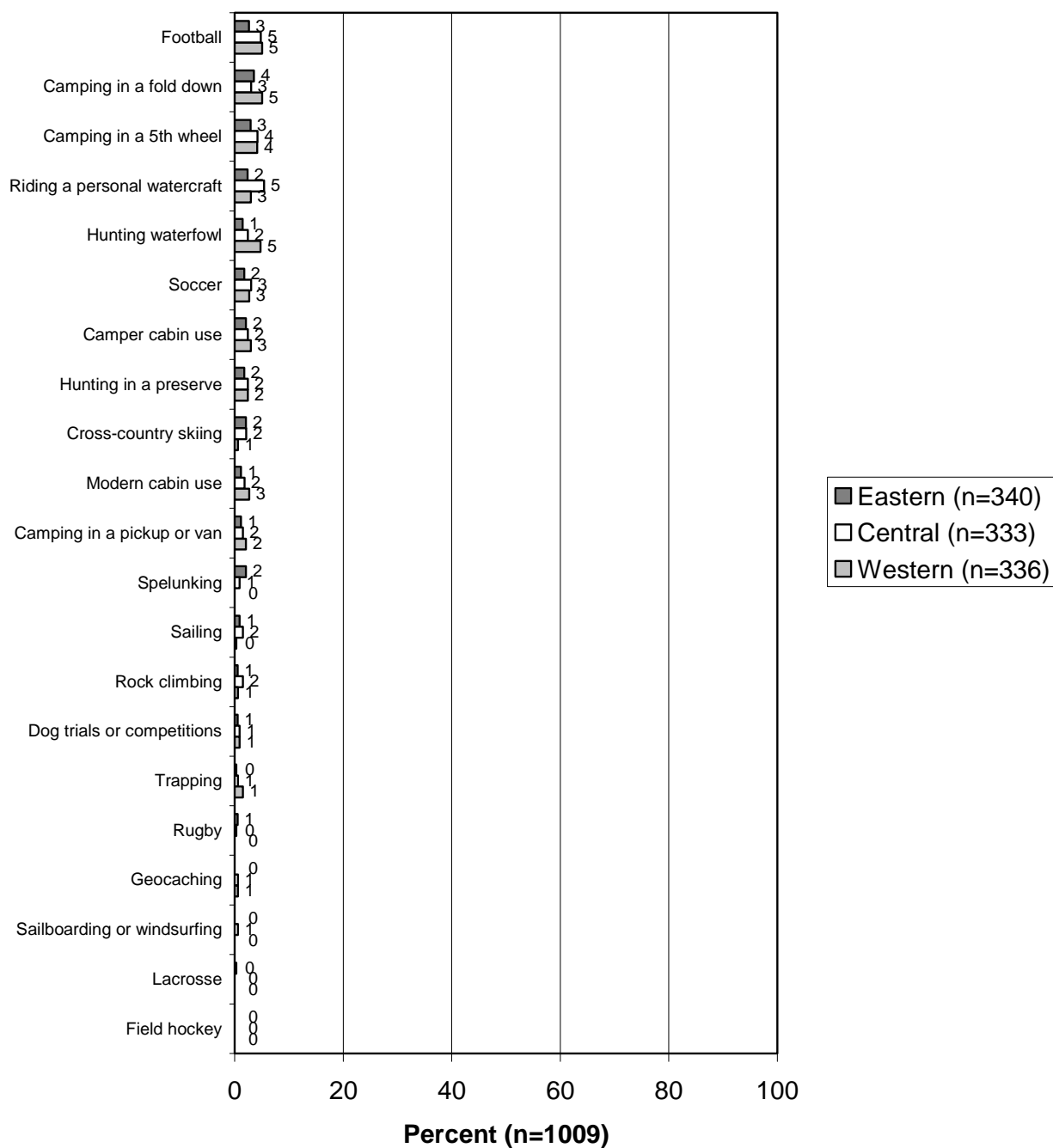
**Percent who have participated in the following
activities in Iowa in the past 2 years.
(Part 1)**



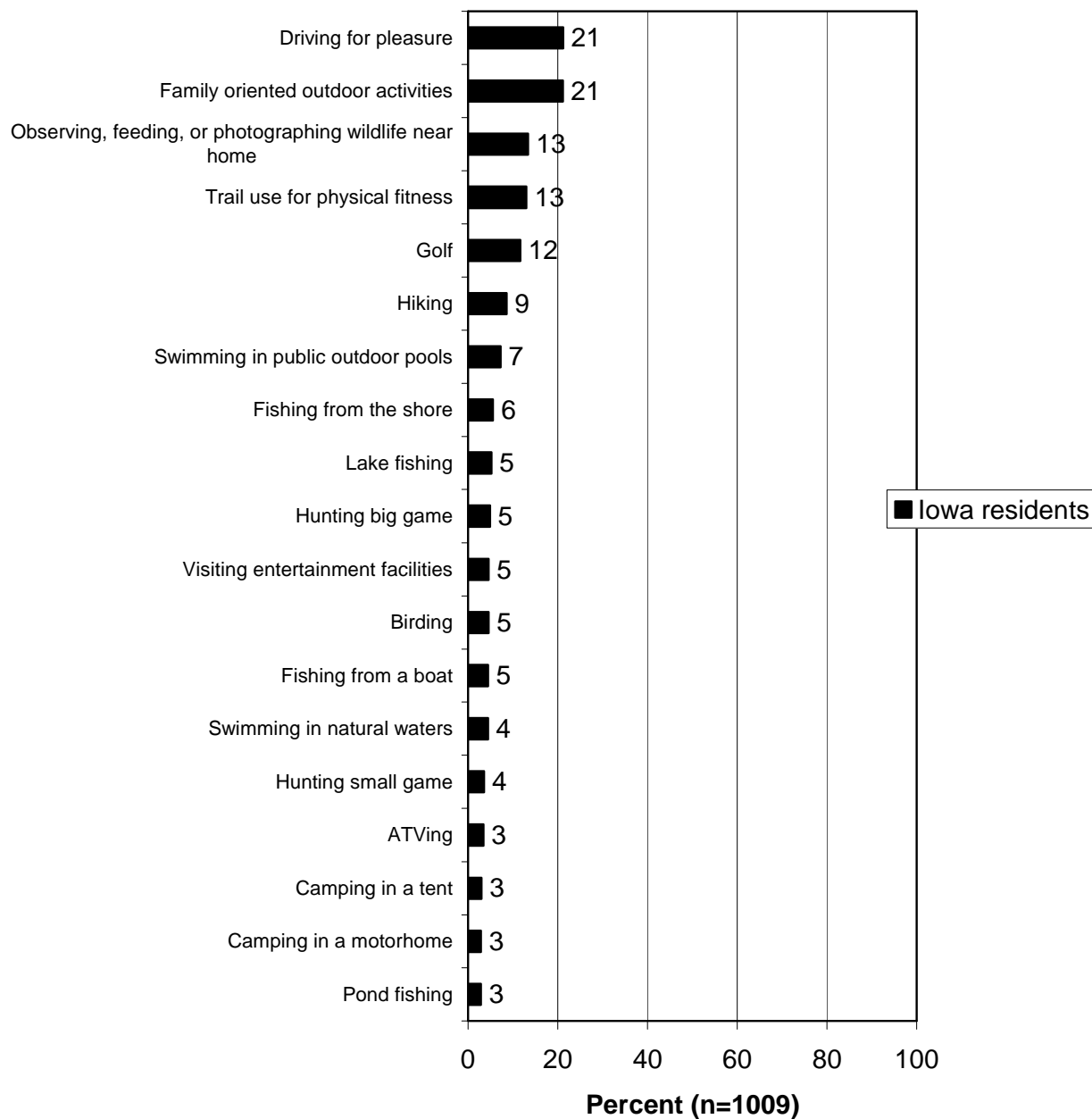
**Percent who have participated in the following
activities in Iowa in the past 2 years.
(Part 2)**



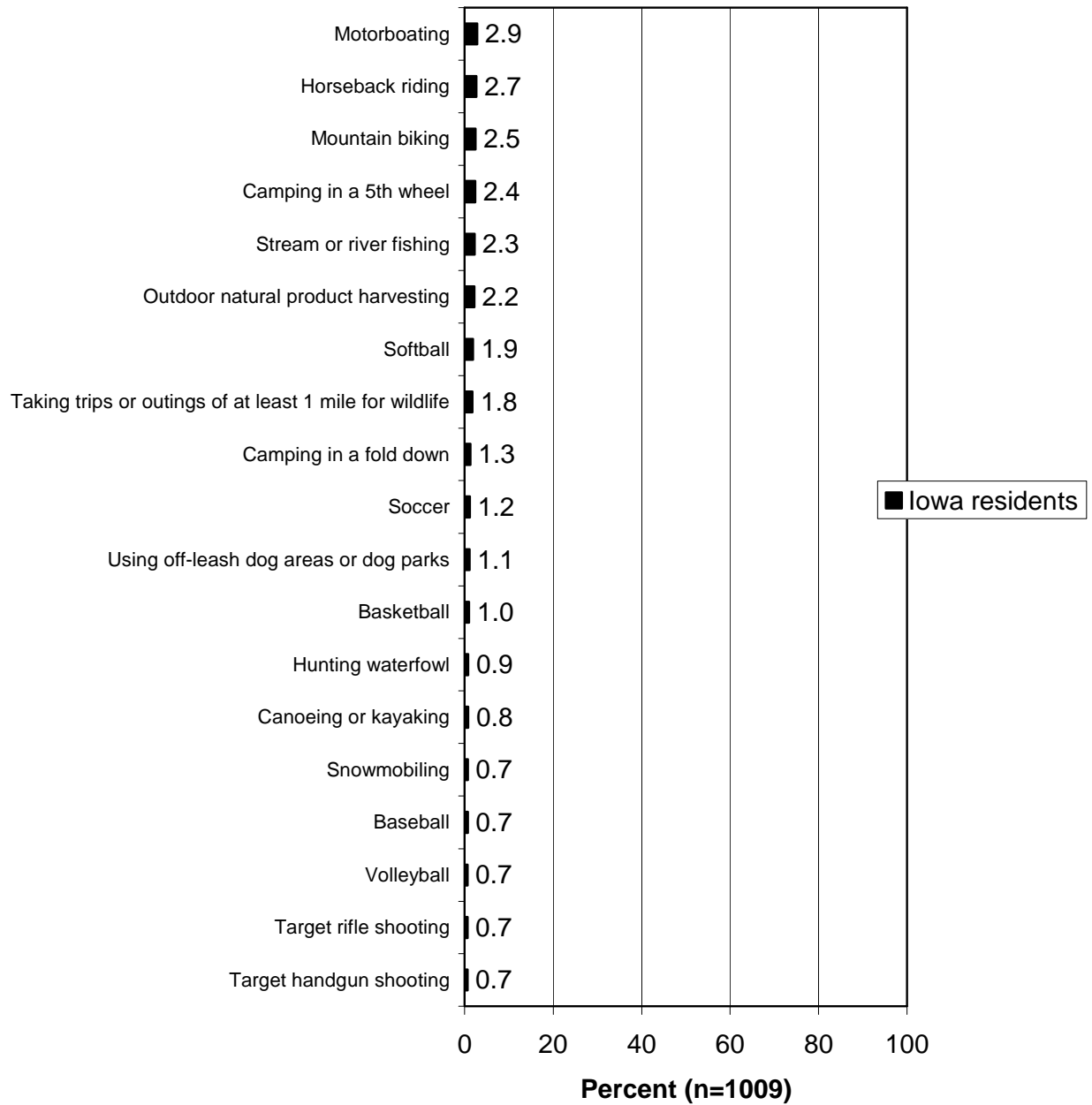
**Percent who have participated in the following activities in Iowa in the past 2 years.
(Part 3)**



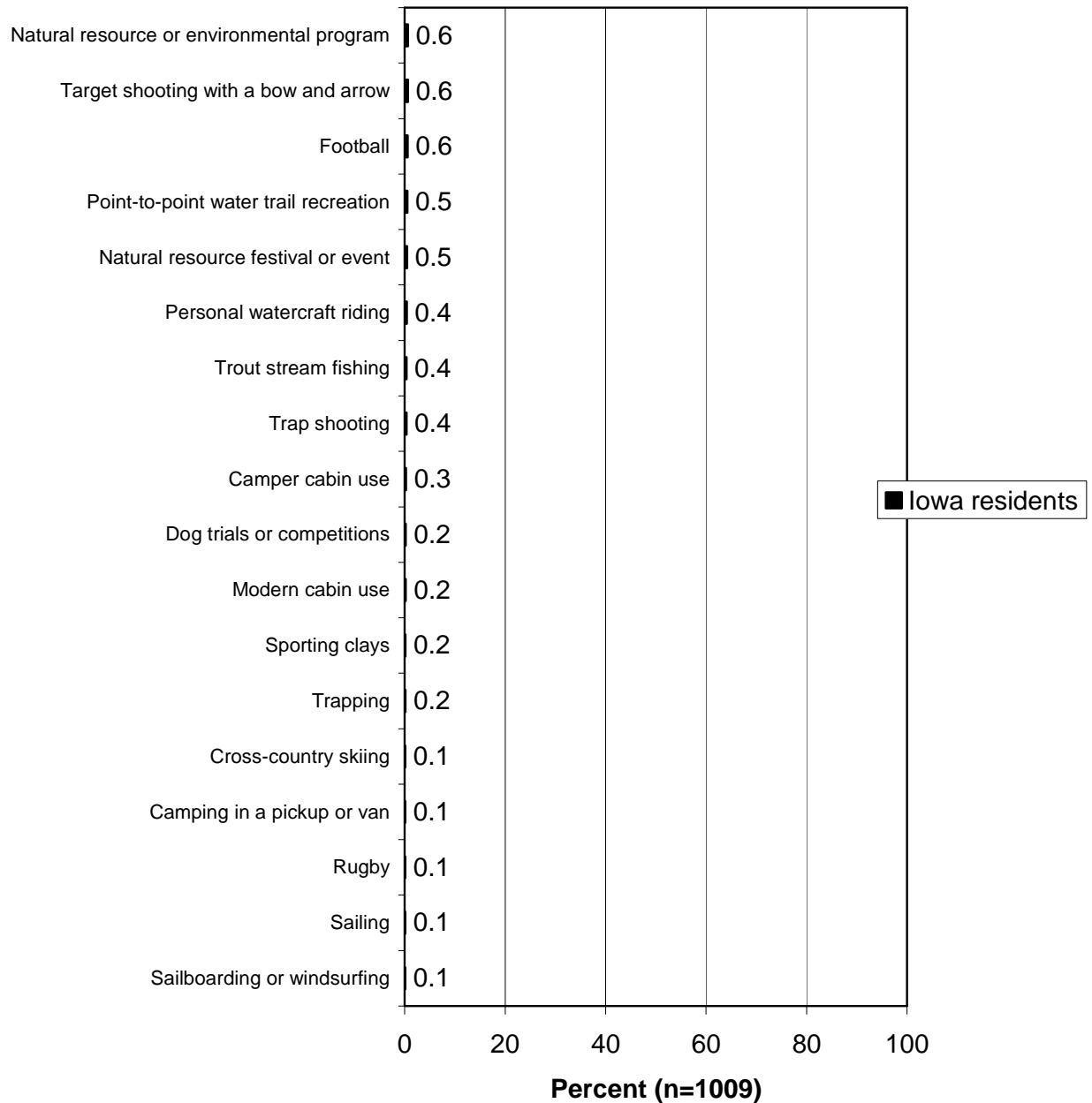
**Q424, Q427. Which two of those activities would
you say you participated in the most in the past 2
years in Iowa? (Among all respondents.)
(Part 1)**



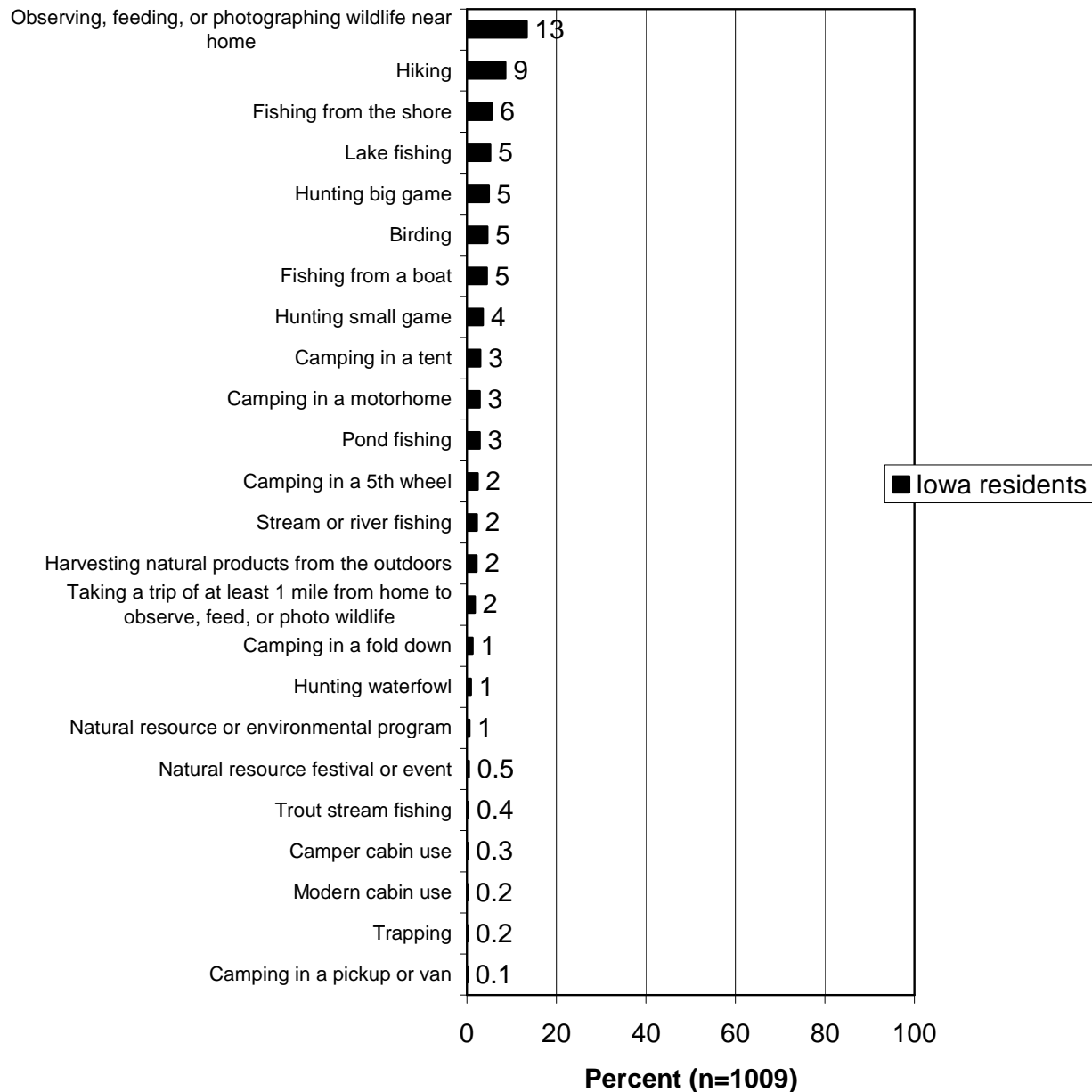
**Q424, Q427. Which two of those activities would
you say you participated in the most in the past 2
years in Iowa? (Among all respondents.)
(Part 2)**



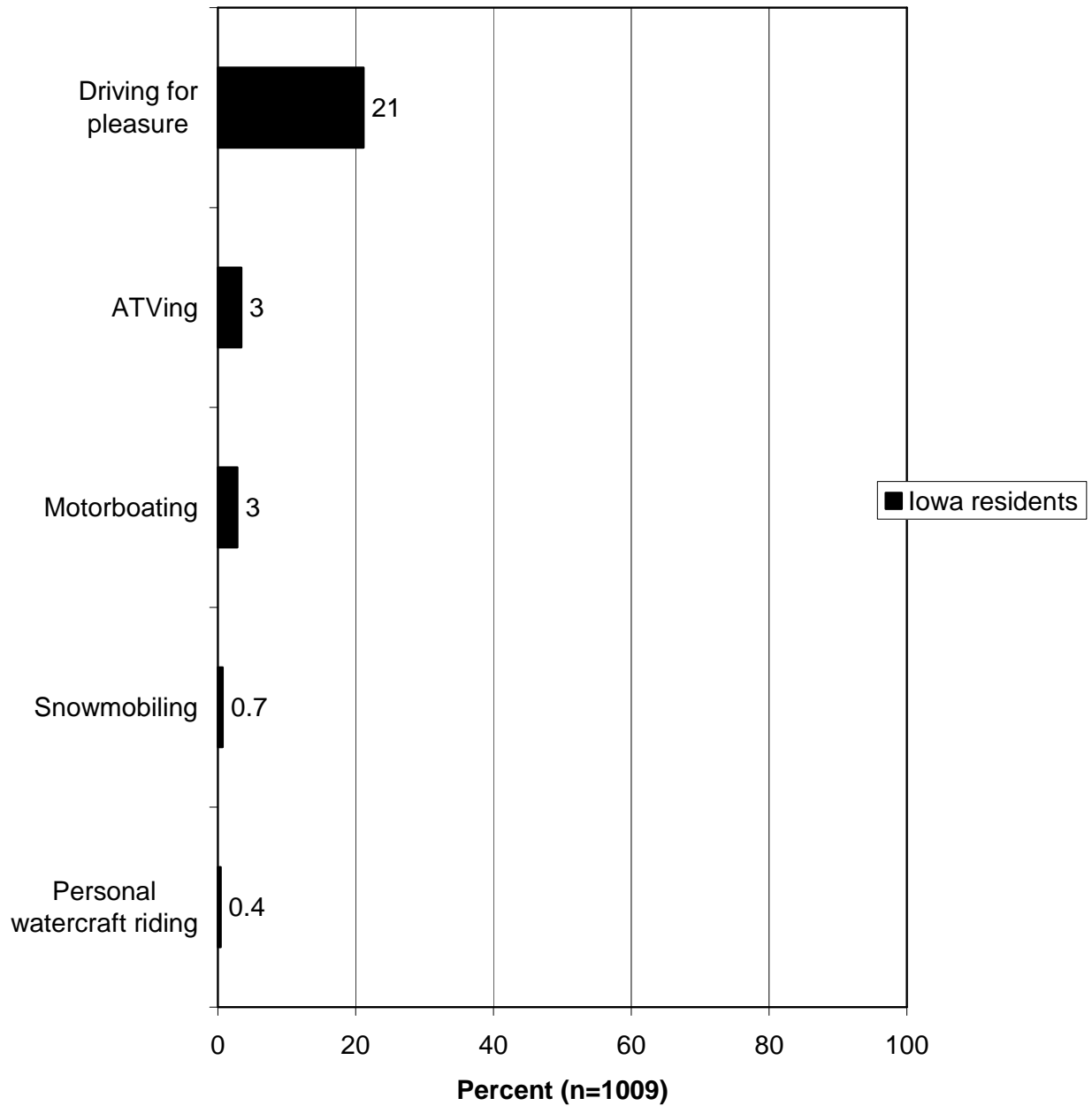
**Q424, Q427. Which two of those activities would
you say you participated in the most in the past 2
years in Iowa? (Among all respondents.)
(Part 3)**



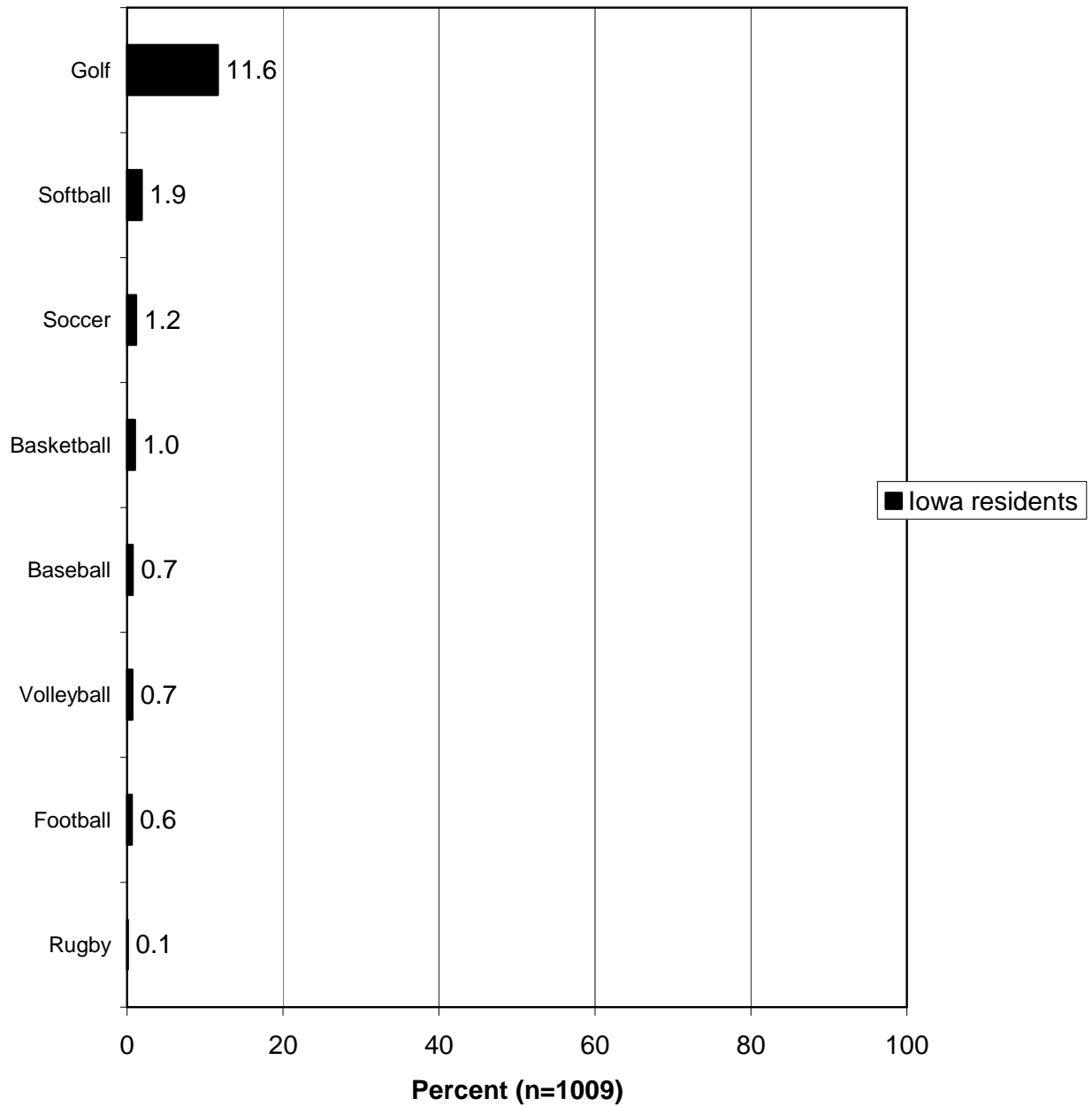
**Q424, Q427. Which two of those activities would you say you participated in the most in the past 2 years in Iowa? (Among all respondents.)
(Wildlife-Related Activities, Including Hiking and Camping)**



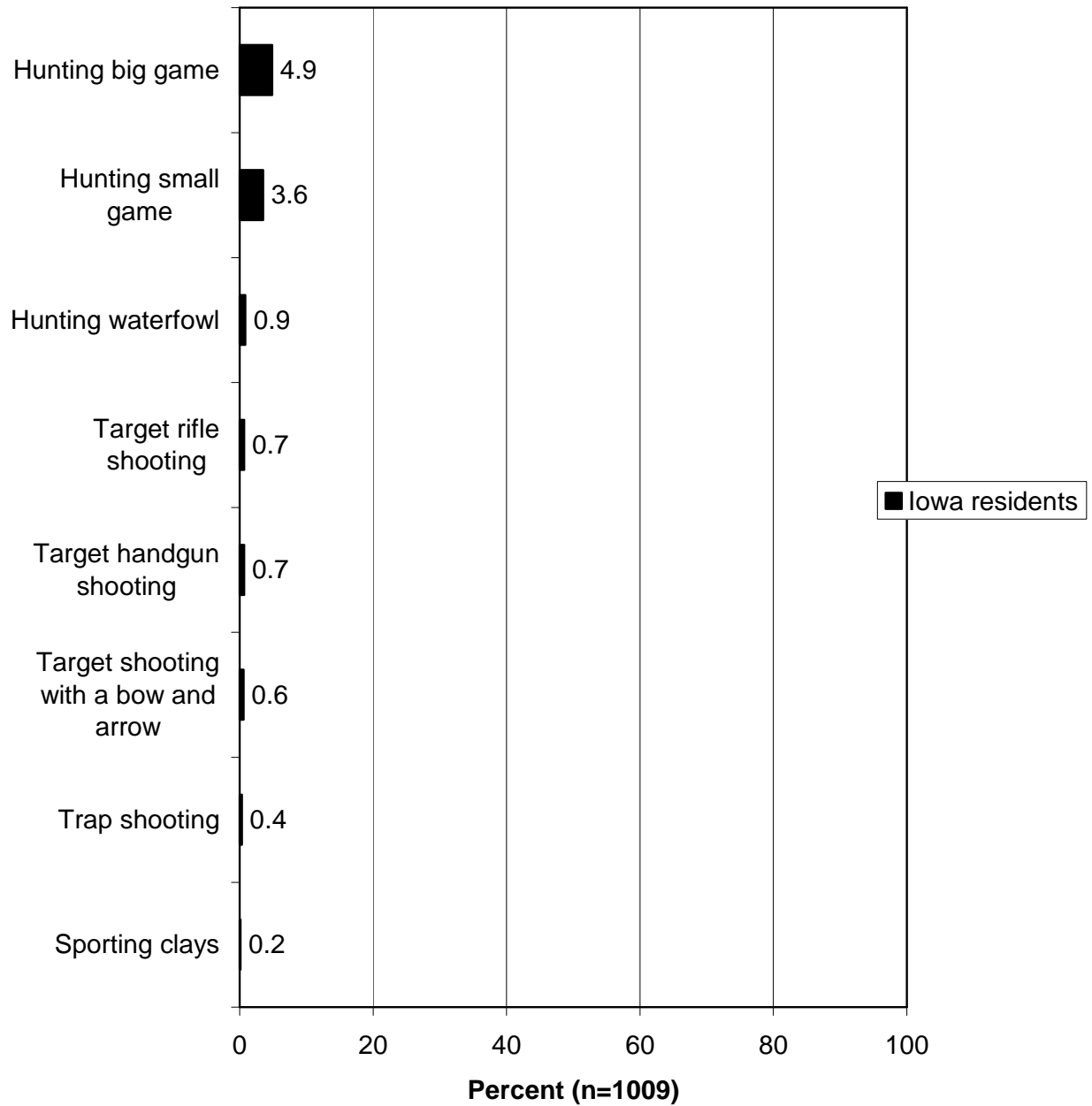
**Q424, Q427. Which two of those activities would
you say you participated in the most in the past 2
years in Iowa? (Among all respondents.)
(Motorized Activities)**



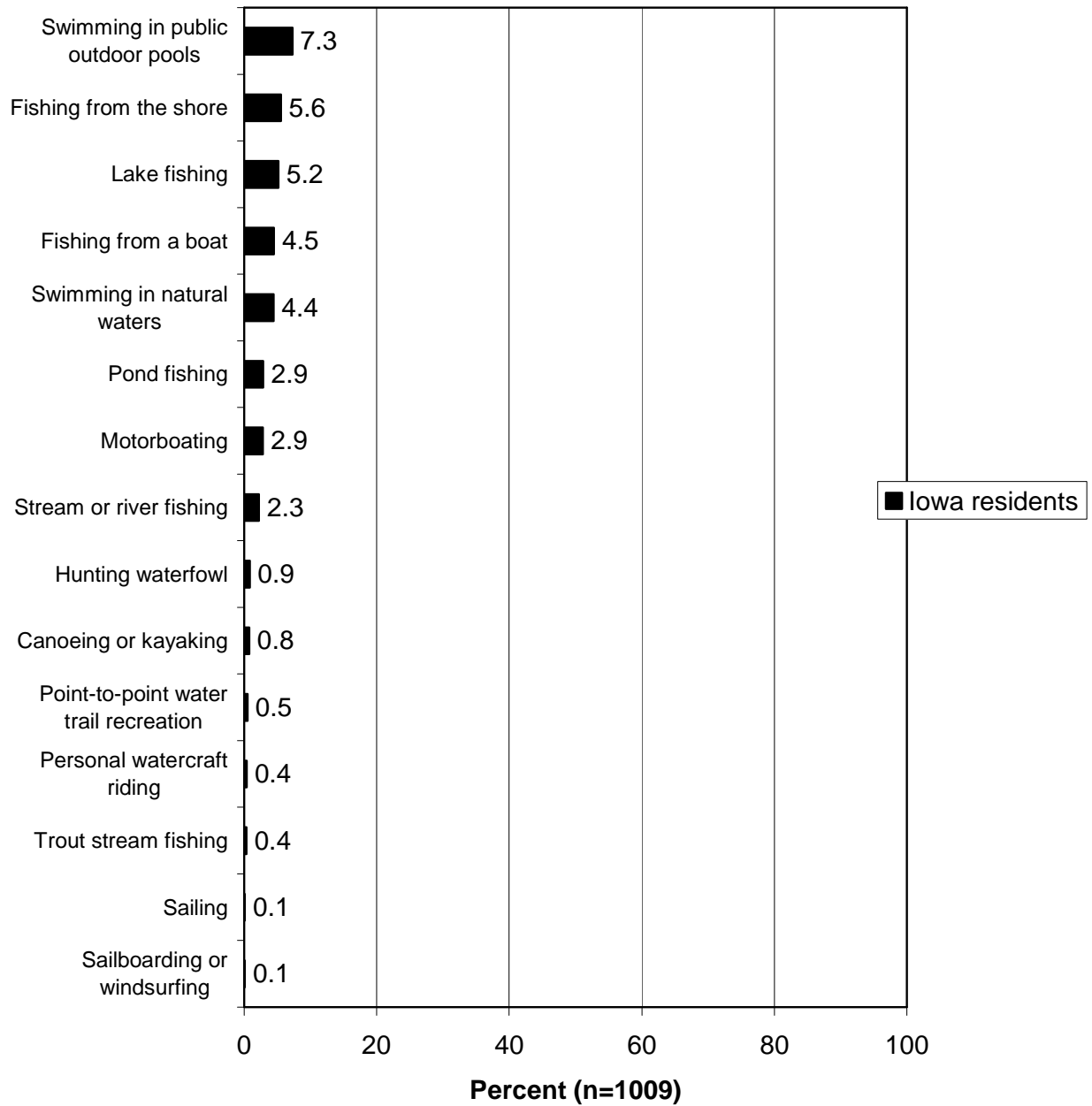
**Q424, Q427. Which two of those activities would you say you participated in the most in the past 2 years in Iowa? (Among all respondents.)
(Competitive Sports - Individual and Team Sports)**



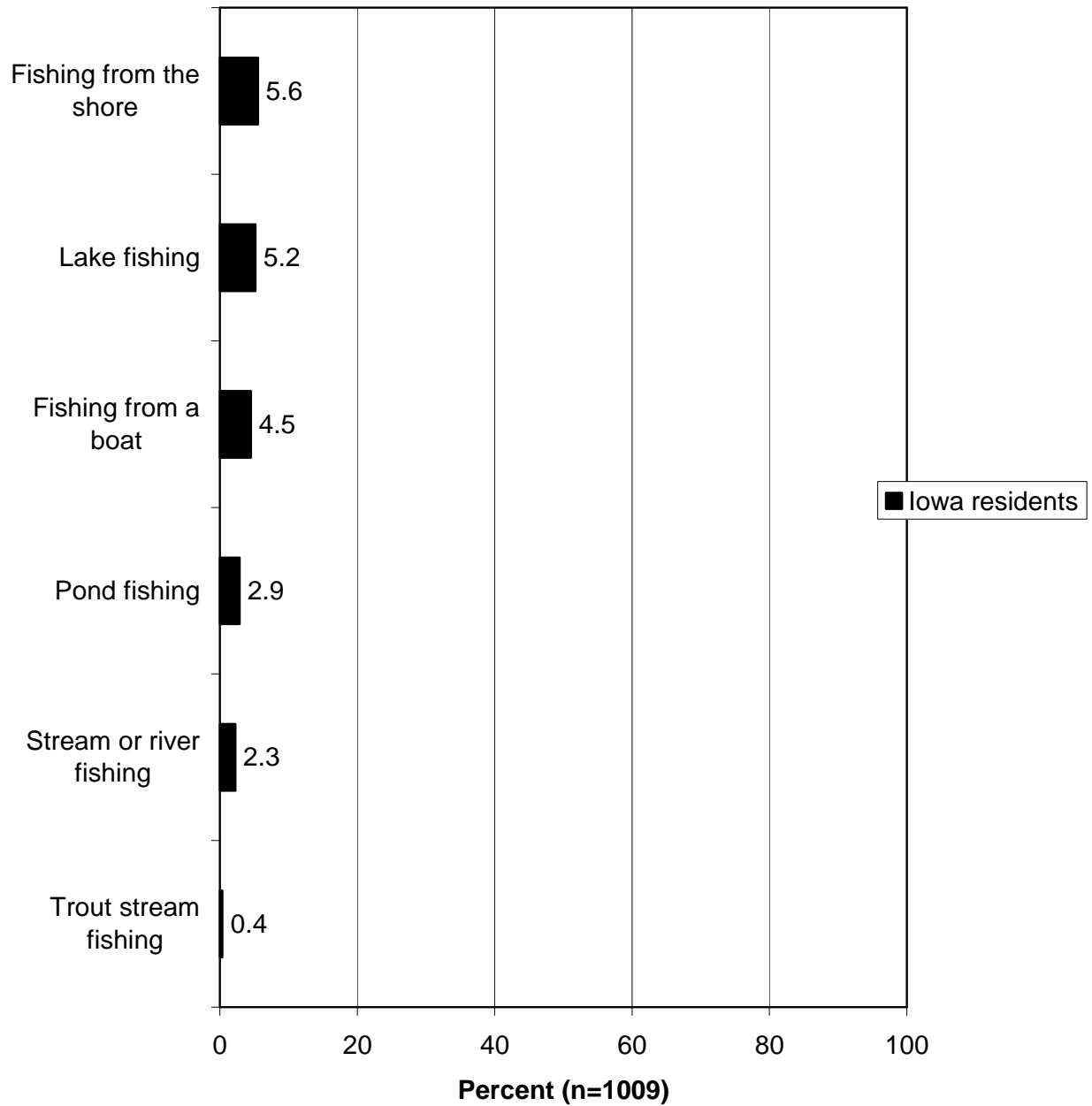
**Q424, Q427. Which two of those activities would
you say you participated in the most in the past 2
years in Iowa? (Among all respondents.)
(Shooting Activities)**



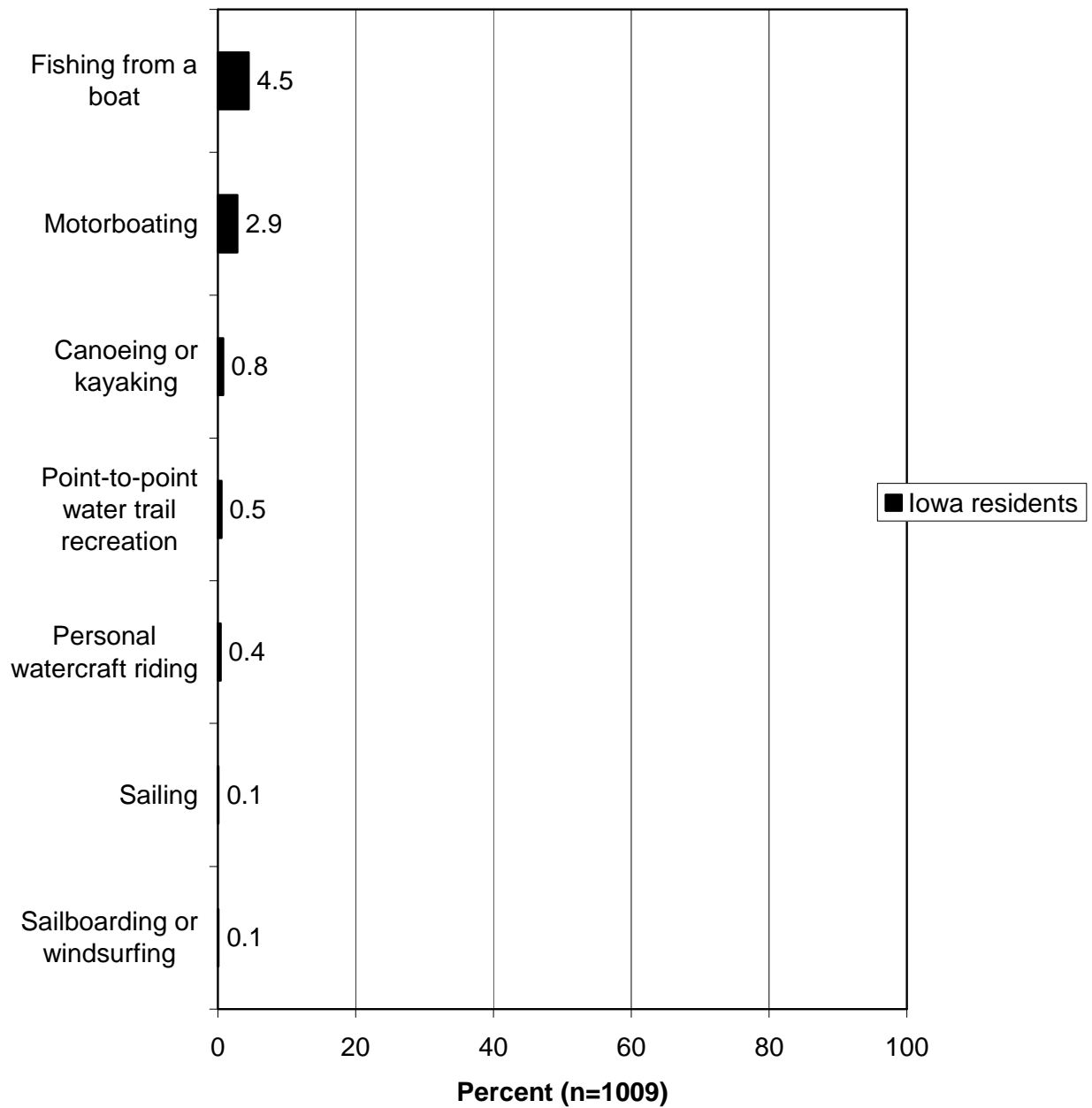
**Q424, Q427. Which two of those activities would
you say you participated in the most in the past 2
years in Iowa? (Among all respondents.)
(Water-Related Activities)**



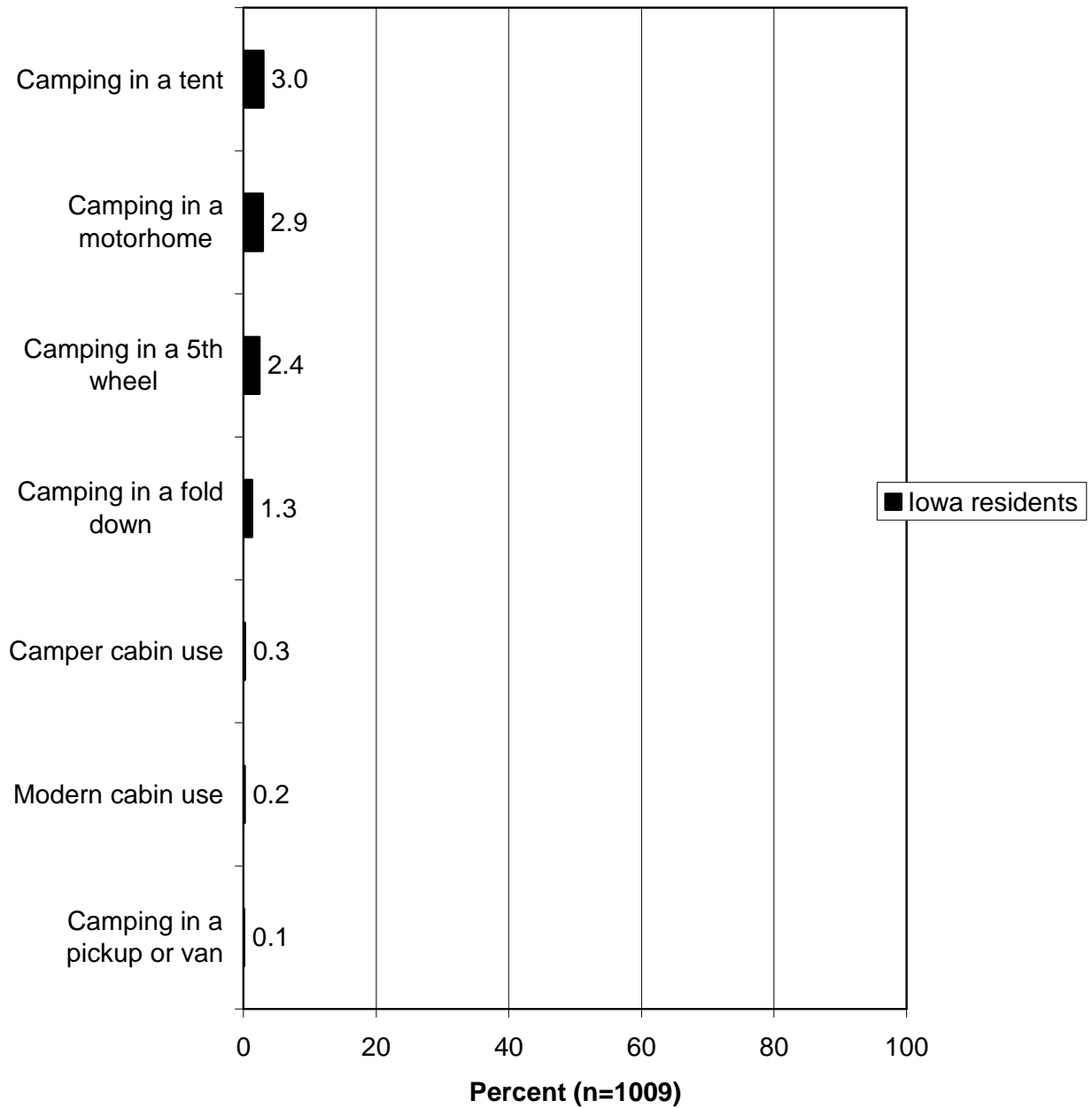
**Q424, Q427. Which two of those activities would
you say you participated in the most in the past 2
years in Iowa? (Among all respondents.)
(Fishing)**



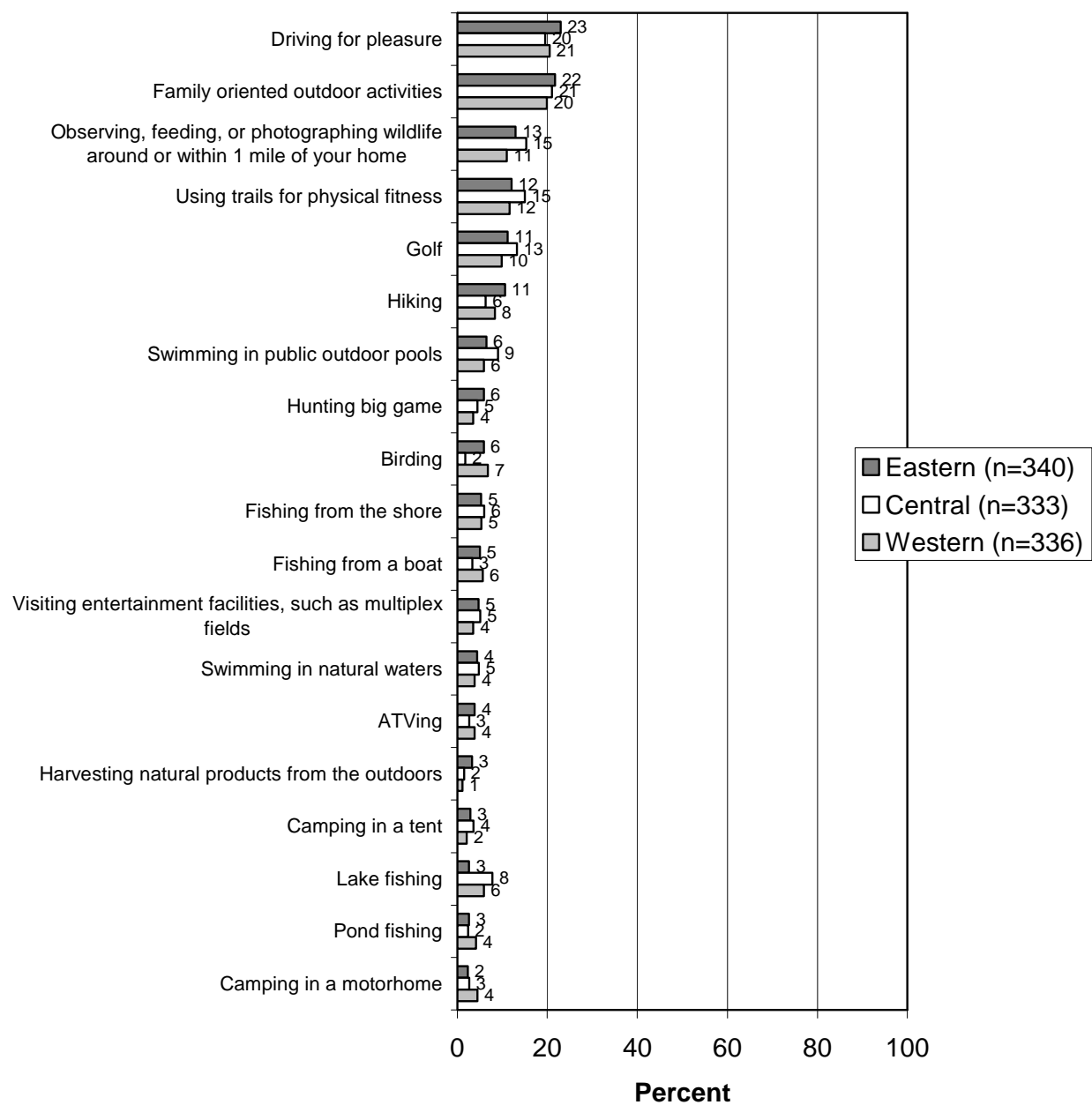
**Q424, Q427. Which two of those activities would
you say you participated in the most in the past 2
years in Iowa? (Among all respondents.)
(Boating)**



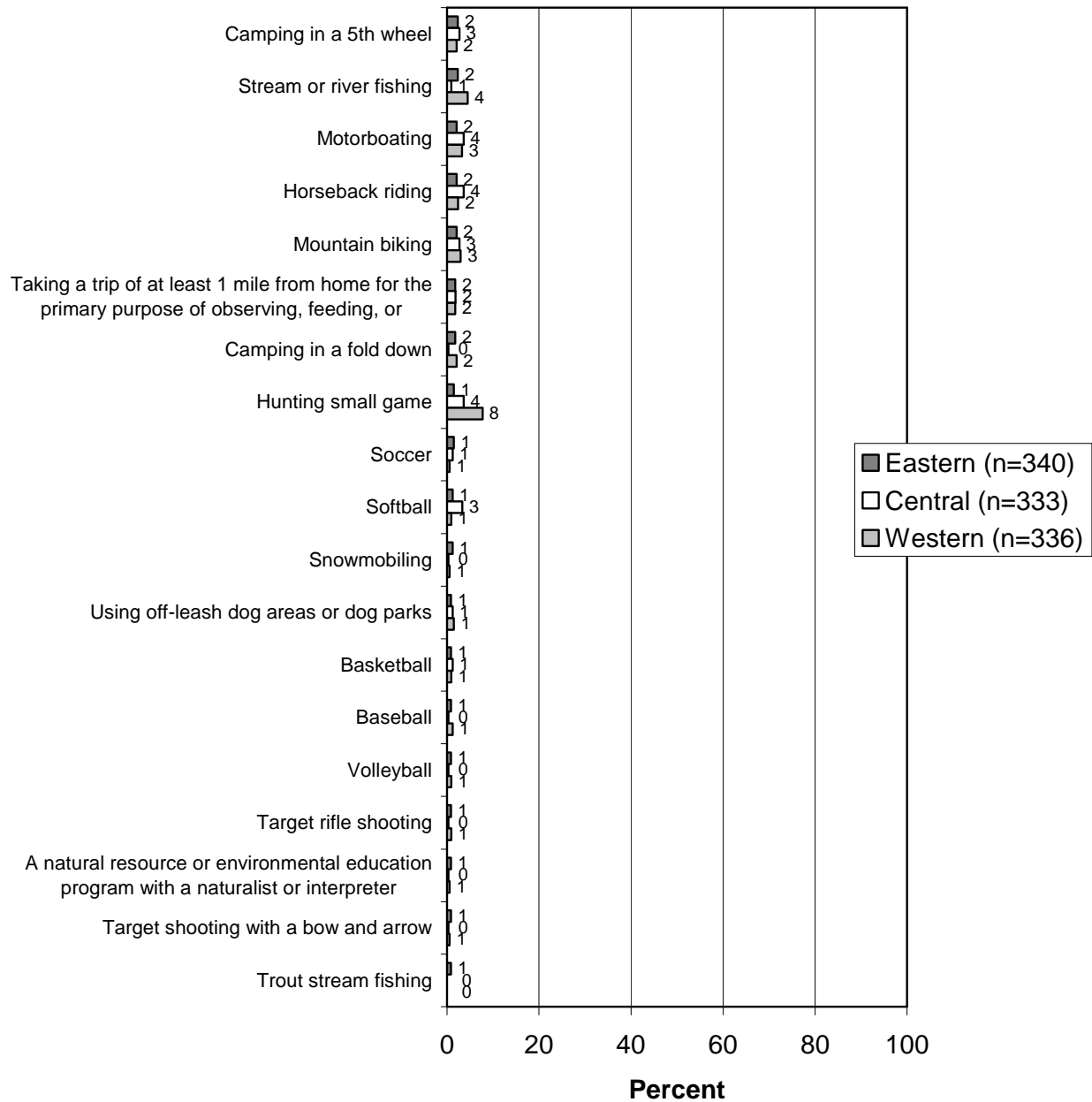
**Q424, Q427. Which two of those activities would
you say you participated in the most in the past 2
years in Iowa? (Among all respondents.)
(Camping)**



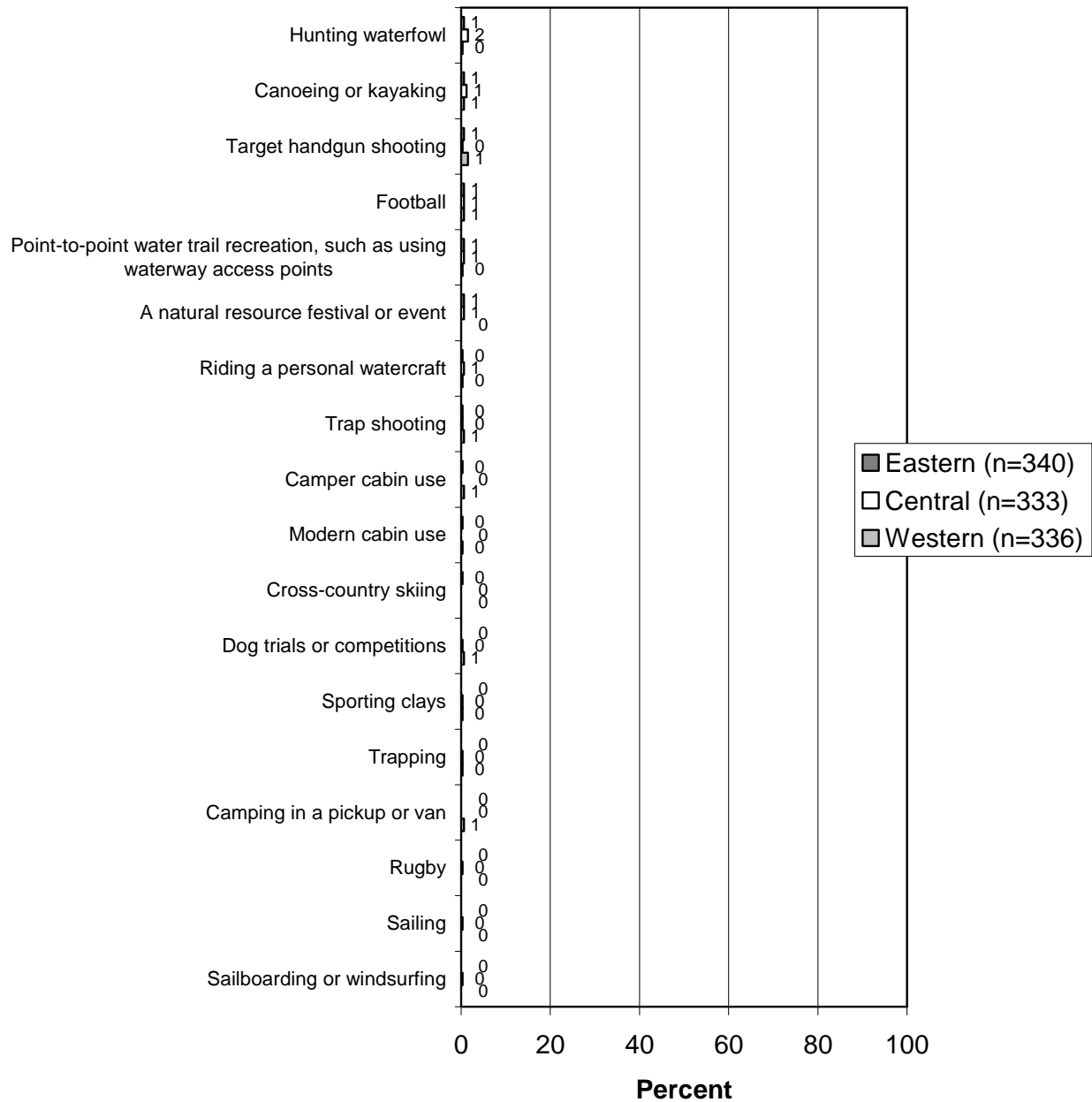
Q424, Q427. Which 2 of those activities would you say you participated in the most in the past 2 years in Iowa? (Among all respondents.)
(Part 1)



Q424, Q427. Which 2 of those activities would you say you participated in the most in the past 2 years in Iowa? (Among all respondents.)
(Part 2)



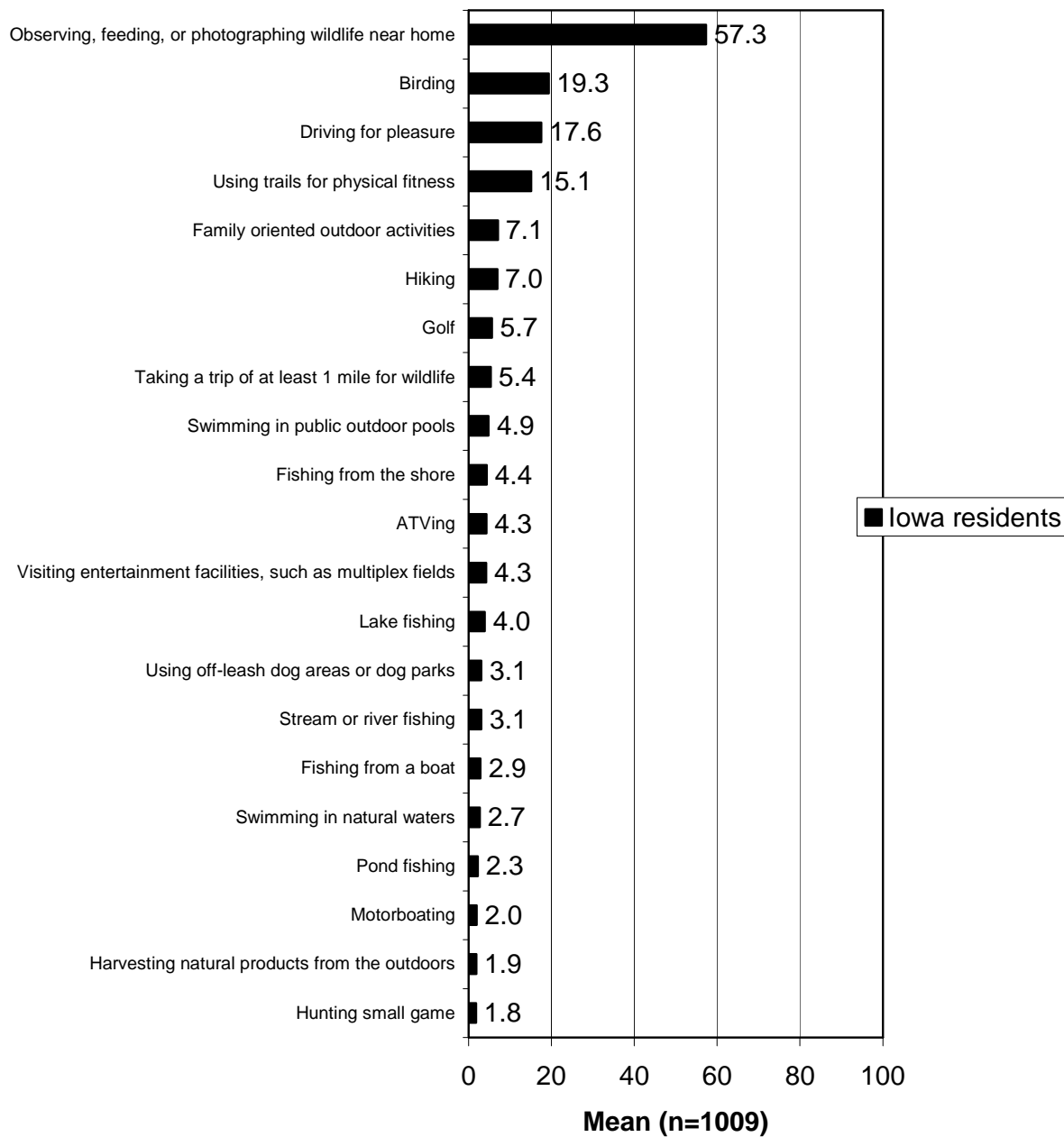
Q424, Q427. Which 2 of those activities would you say you participated in the most in the past 2 years in Iowa? (Among all respondents.)
(Part 3)



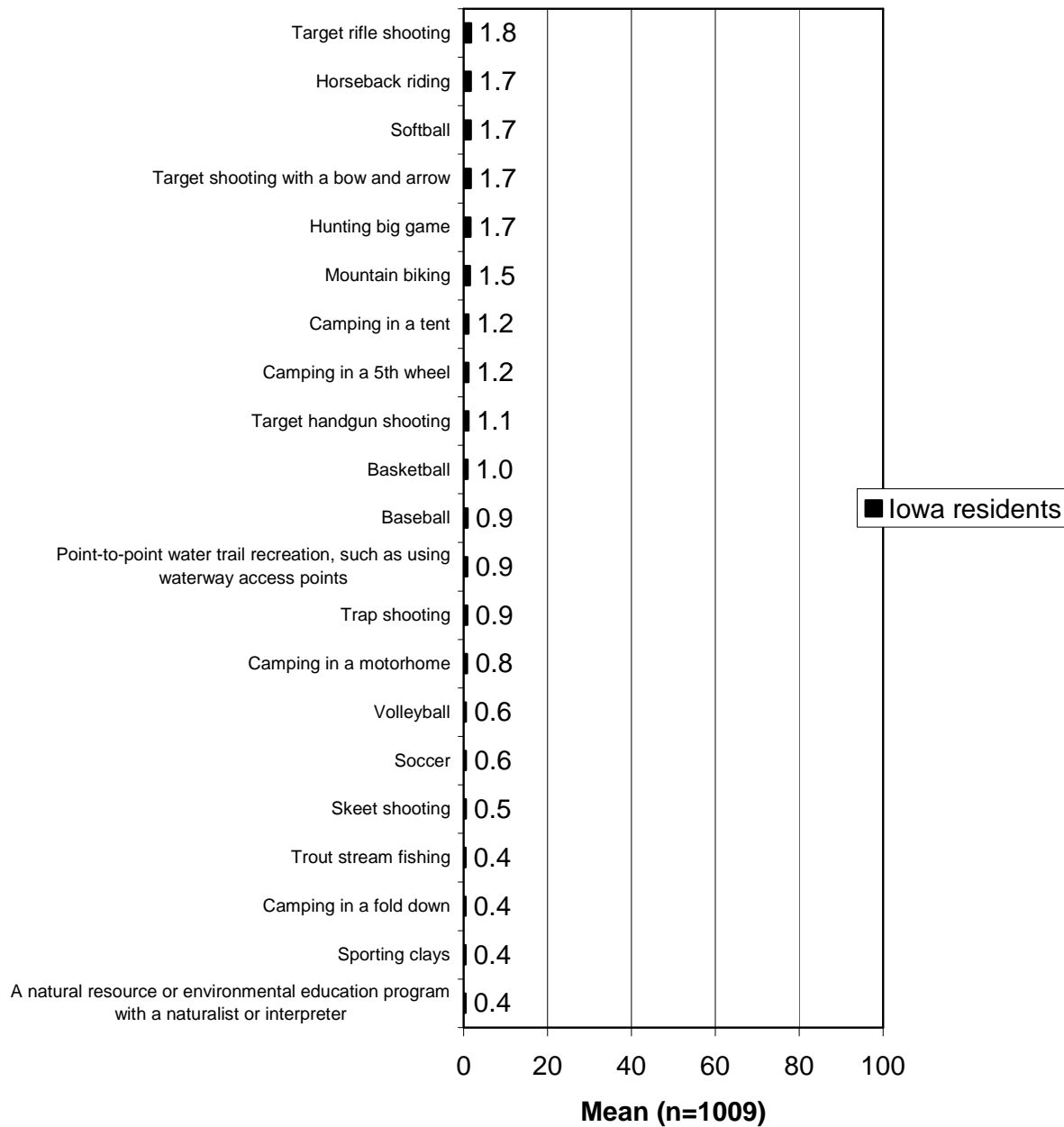
DAYS PARTICIPATED

- This study looks at days of participation in two ways: the first is among all respondents, with those who did not participate being coded as having participated 0 days; the second is among participants only.
- Iowa residents as a whole spend the most days in outdoor recreation observing, feeding, or photographing wildlife near home (57.3 mean days of participation per *resident*). This activity is distantly followed by birding (19.3 days per *resident*), driving for pleasure (17.6 days), and using trails for physical fitness (15.1 days).
- In looking at days spent among *participants only*, both observing, feeding, or photographing wildlife near home (139.8 days) and birding (129.2 days) lead all other activities by far. Other activities with mean days of a month or more include using off-leash dog areas (41.9 days), using trails for physical fitness (38.3 days), using an ATV (35.6 days), driving for pleasure (35.0 days), and camping in a 5th wheel (33.4 days).
 - The leading *wildlife-related activities* in number of days per participant are observing, feeding, or photographing wildlife near home (139.8 days) and birding (129.2 days), distantly followed by camping in a 5th wheel (33.4 days), taking a trip of at least 1 mile to observe wildlife (22.9 days), and hiking (22.3 days).
 - Using an ATV (35.6 days) and driving for pleasure (35.0 days) are the leading *motorized activities*.
 - Four *competitive sports* have fairly substantial means in days of participation: golf (25.4 days), soccer (24.2 days), softball (21.7 days), and basketball (19.5 days).
 - The leading *shooting activities* are target shooting with a bow and arrow (26.0 days) and hunting waterfowl (16.6 days).
 - The leading *water-related activities* are swimming in public outdoor pools (19.2 days), hunting waterfowl (16.6 days), fishing from the shore (16.4 days), and stream or river fishing (16.0 days).
 - The leading *fishing activities* are fishing from the shore (16.4 days), stream or river fishing (16.0 days), and fishing from a boat (15.8 days).
 - The leading *boating activities* are fishing from a boat (15.8 days) and motorboating (15.0 days).
 - The leading type of *camping* is in a 5th wheel (33.4 days), distantly followed by camping in a motorhome (12.4 days) and camping in a fold down (12.0 days).

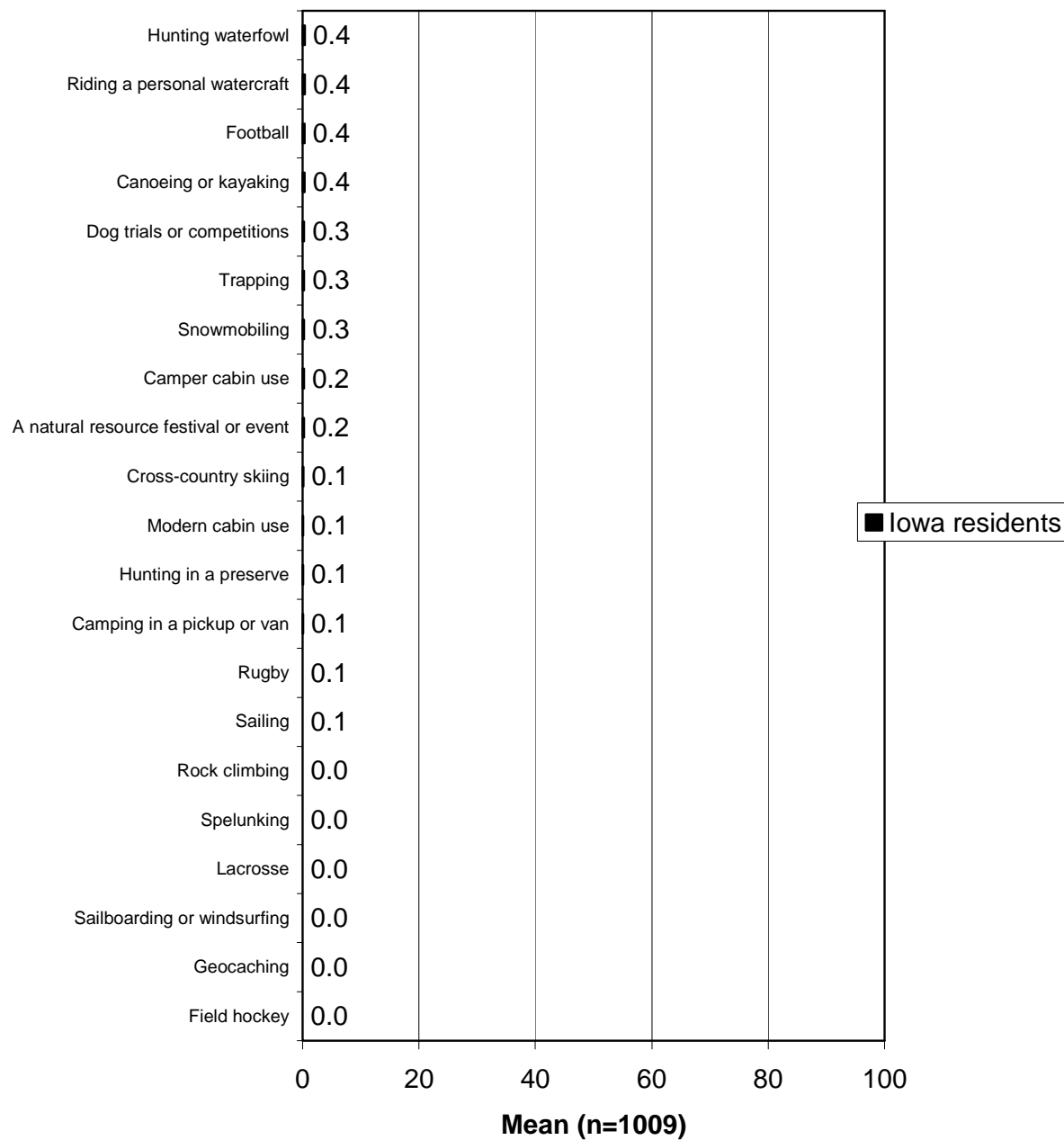
**Mean number of days of participation in various activities. (Among all respondents; those who did not participate are coded as 0 days.)
(Part 1)**



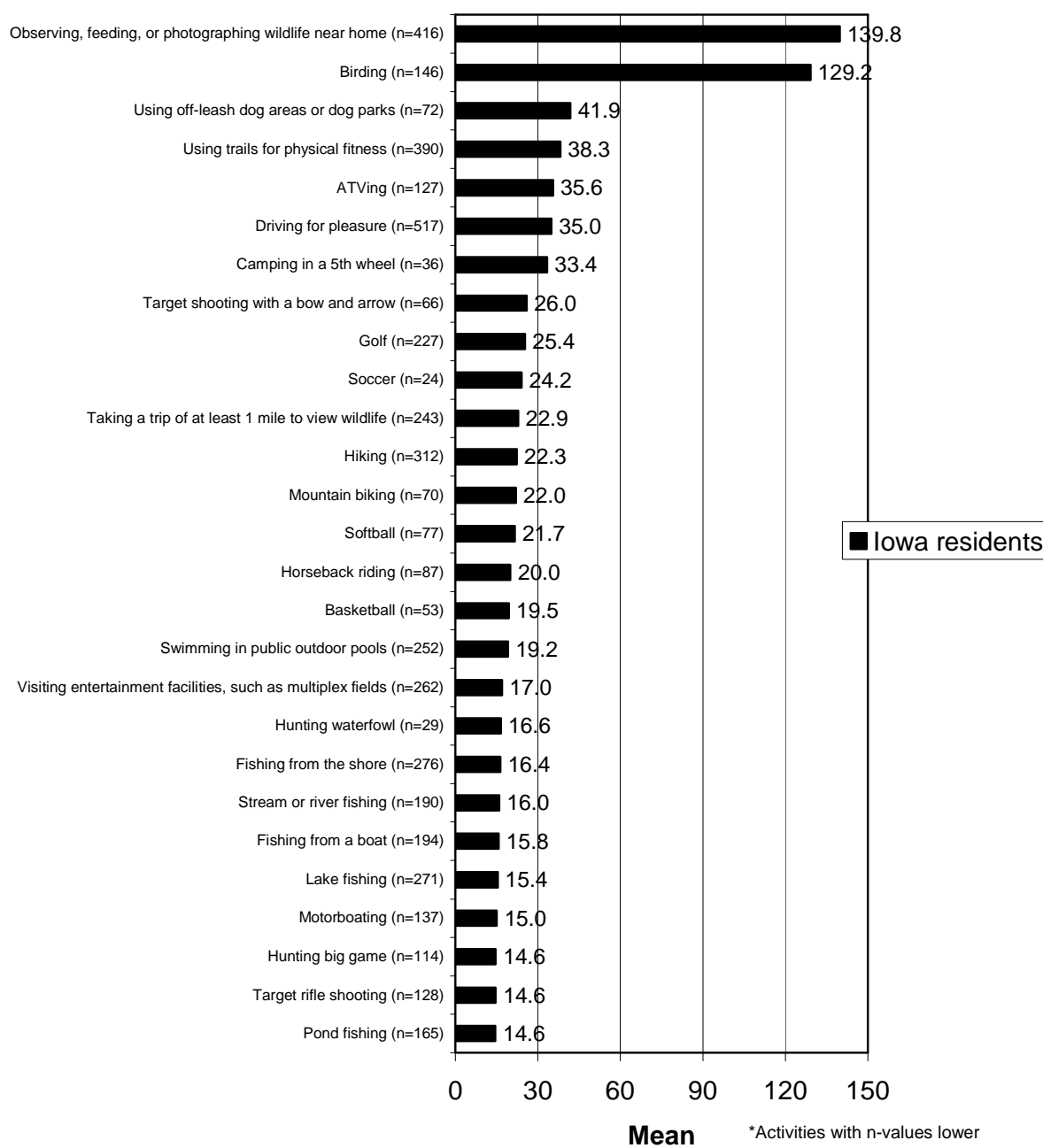
**Mean number of days of participation in various activities. (Among all respondents; those who did not participate are coded as 0 days.)
(Part 2)**



**Mean number of days of participation in various activities. (Among all respondents; those who did not participate are coded as 0 days.)
(Part 3)**



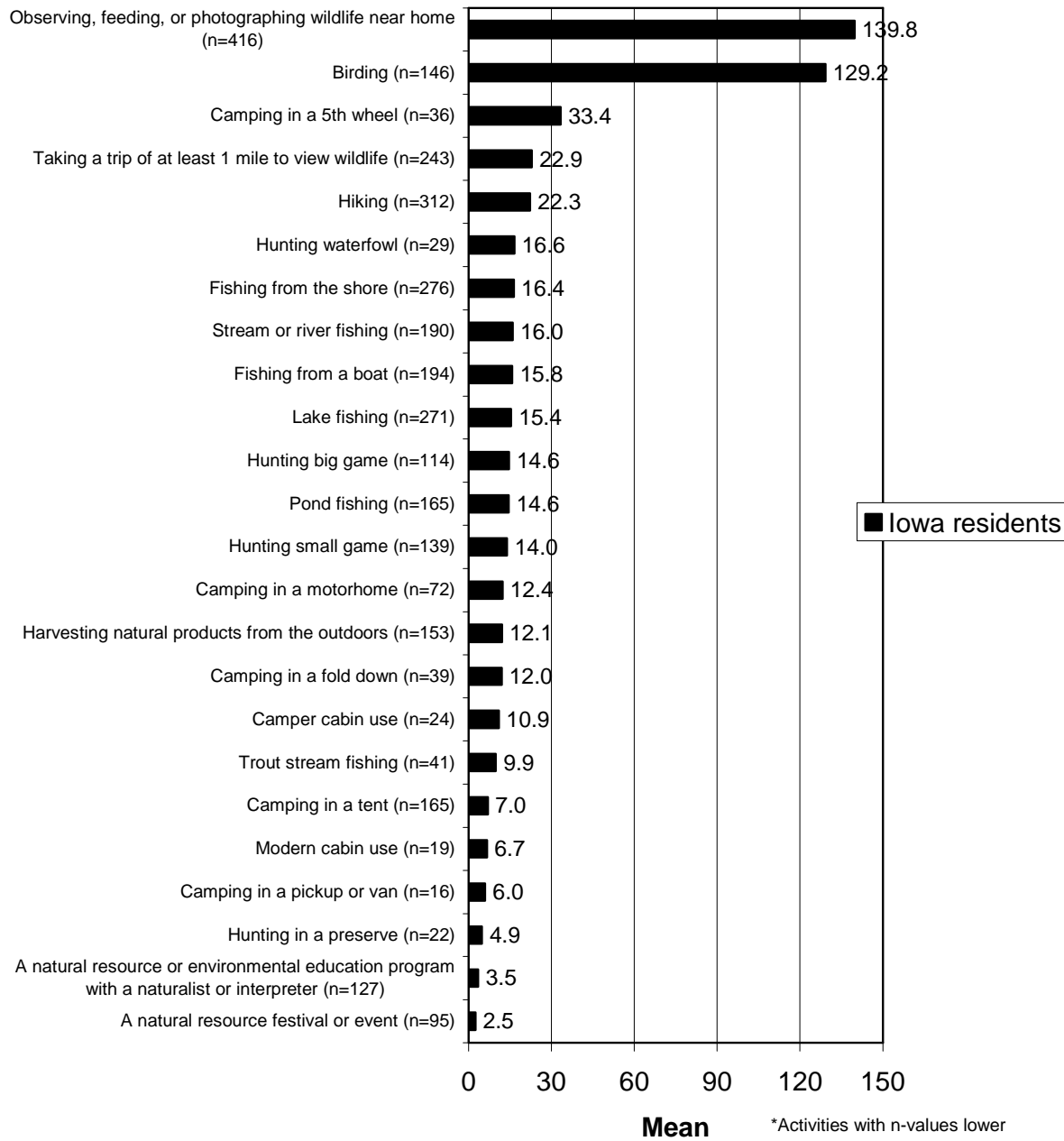
Mean number of days of participation in various activities. (Among participants only.) (Part 1)



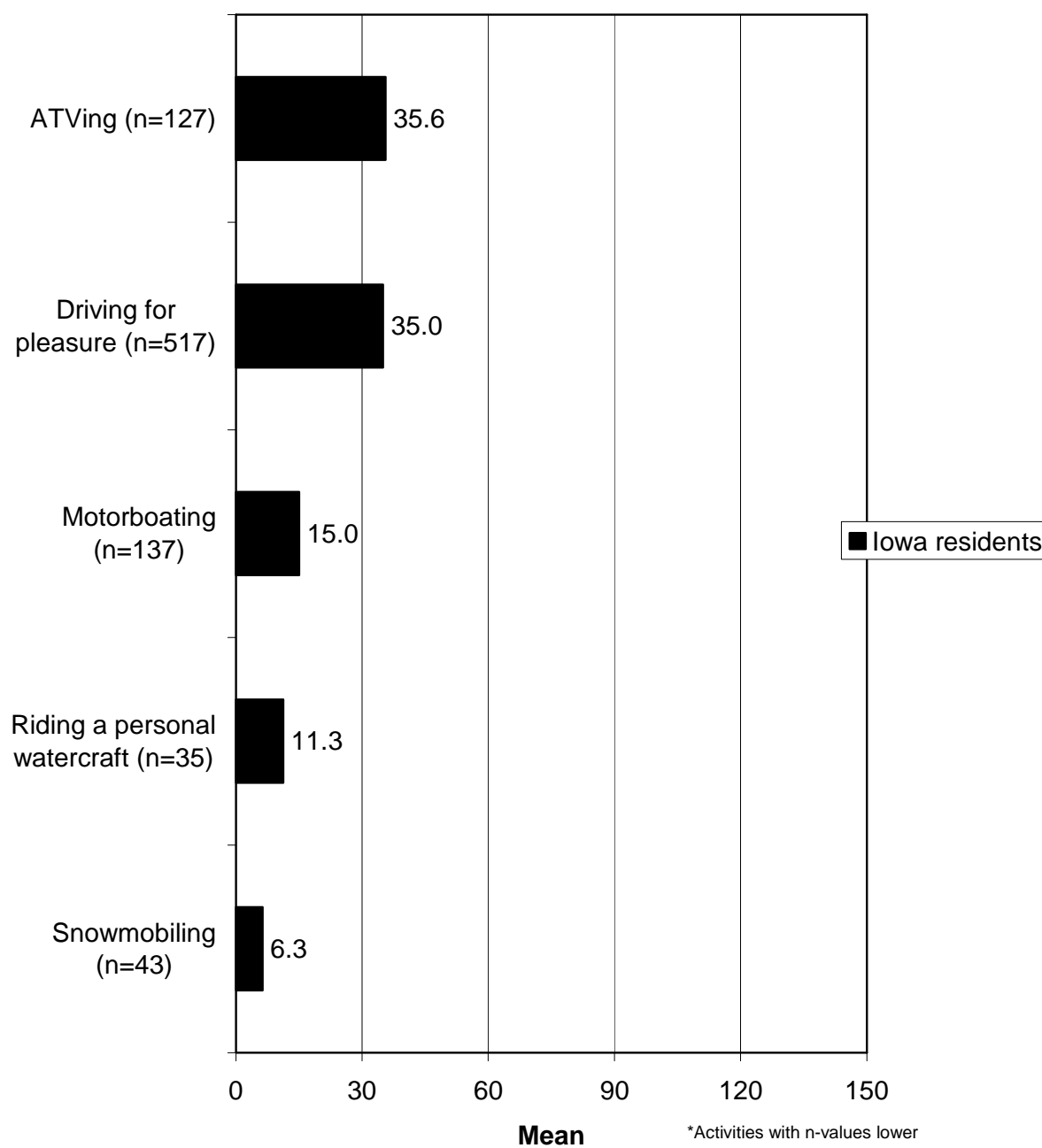
Mean number of days of participation in various activities. (Among participants only.) (Part 2)



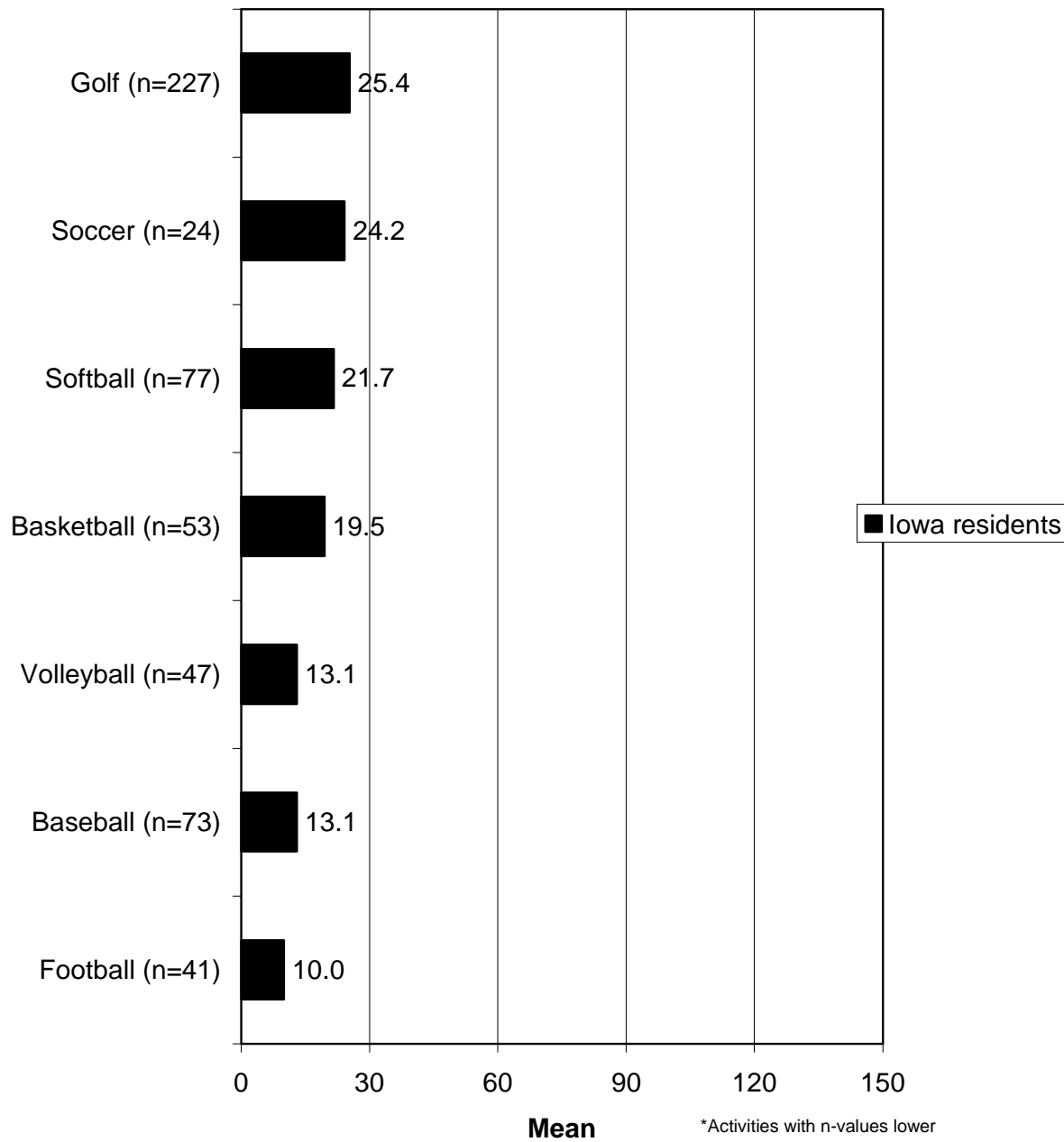
**Mean number of days of participation in various activities. (Among participants only.)
(Wildlife-Related Activities, Including Hiking and Camping)**



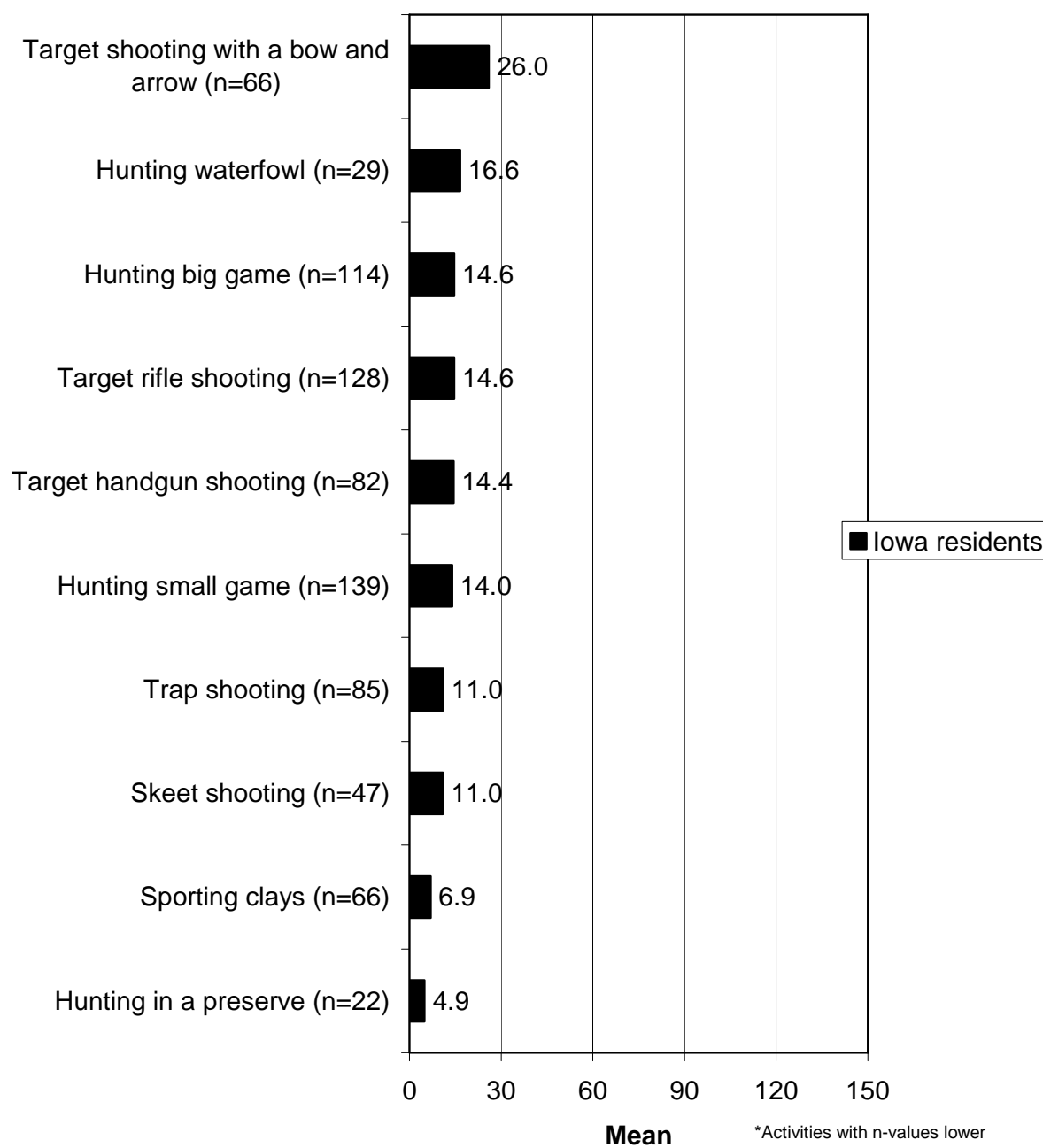
**Mean number of days of participation in various activities. (Among participants only.)
(Motorized Activities)**



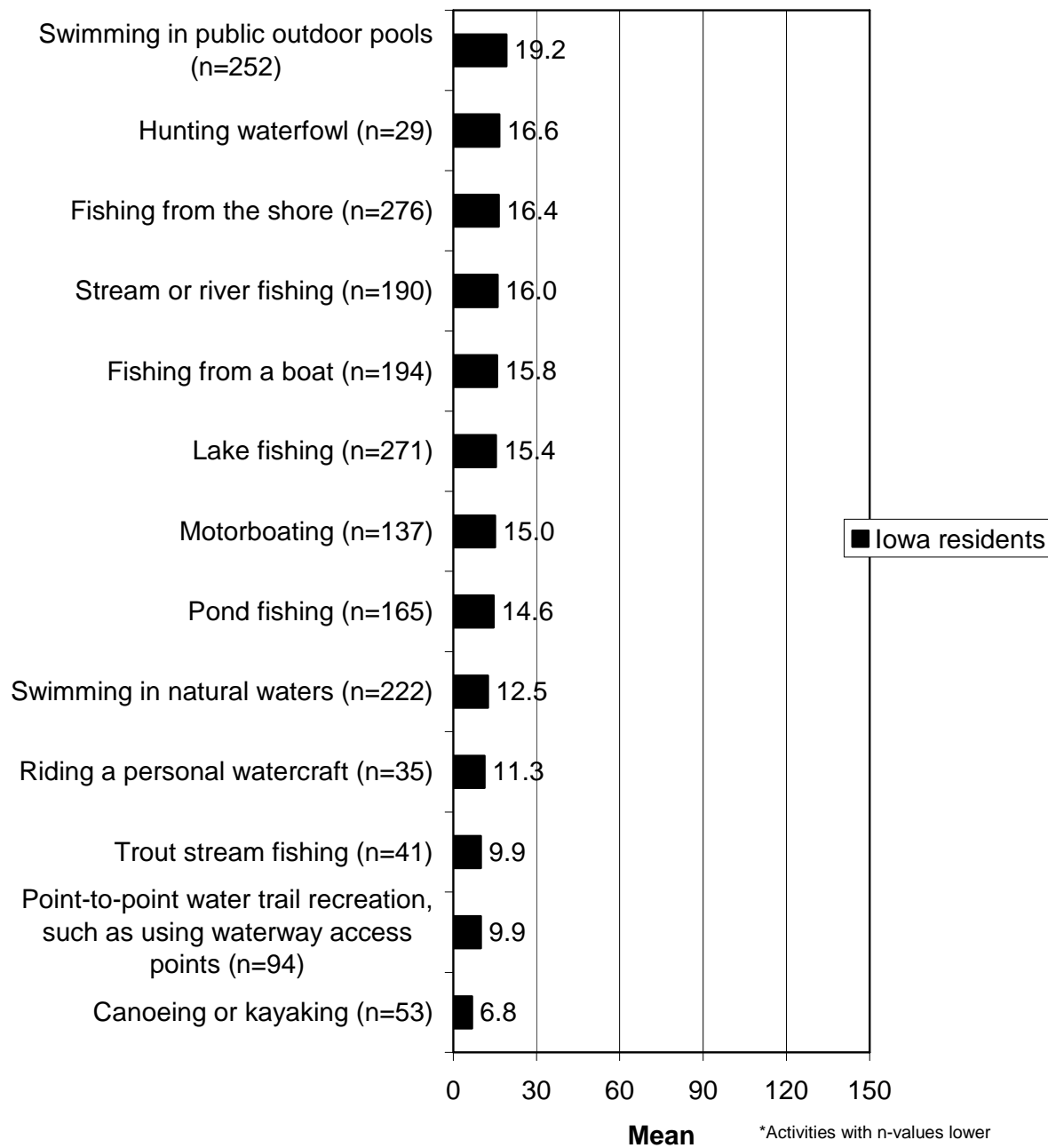
**Mean number of days of participation in various activities. (Among participants only.)
(Competitive Sports - Individual and Team Sports)**



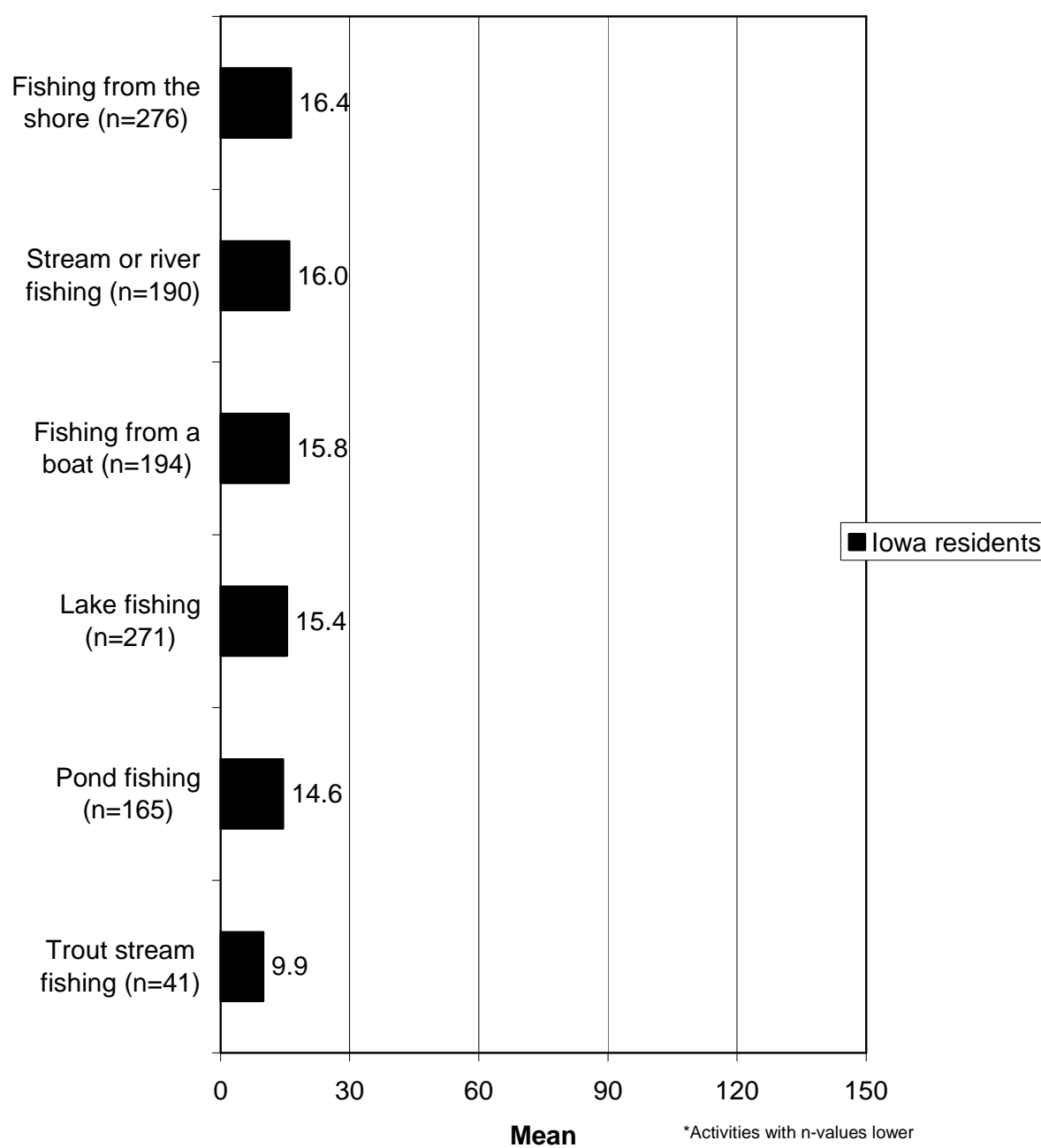
**Mean number of days of participation in various activities. (Among participants only.)
(Shooting Activities)**



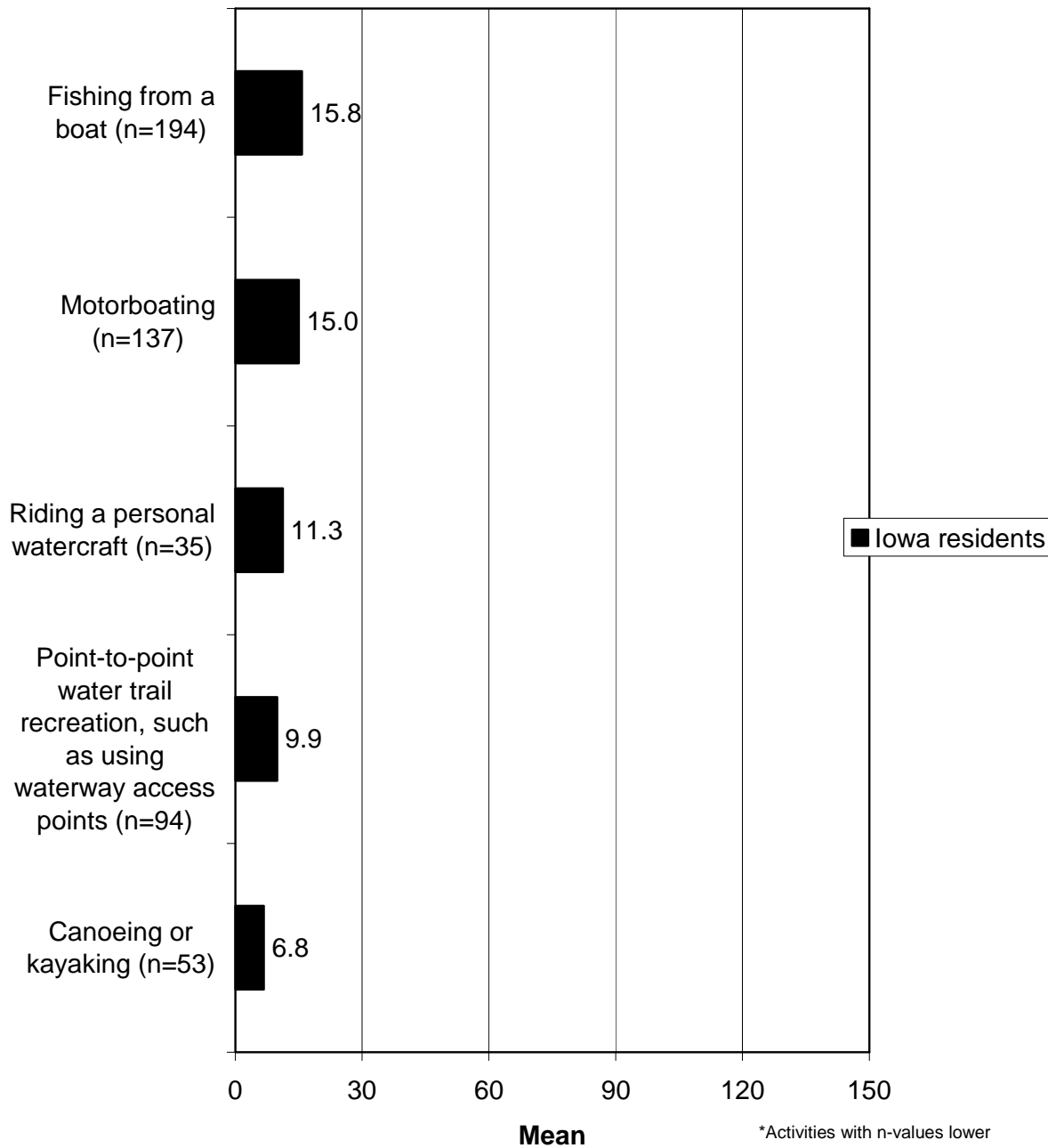
**Mean number of days of participation in various activities. (Among participants only.)
(Water-Related Activities)**



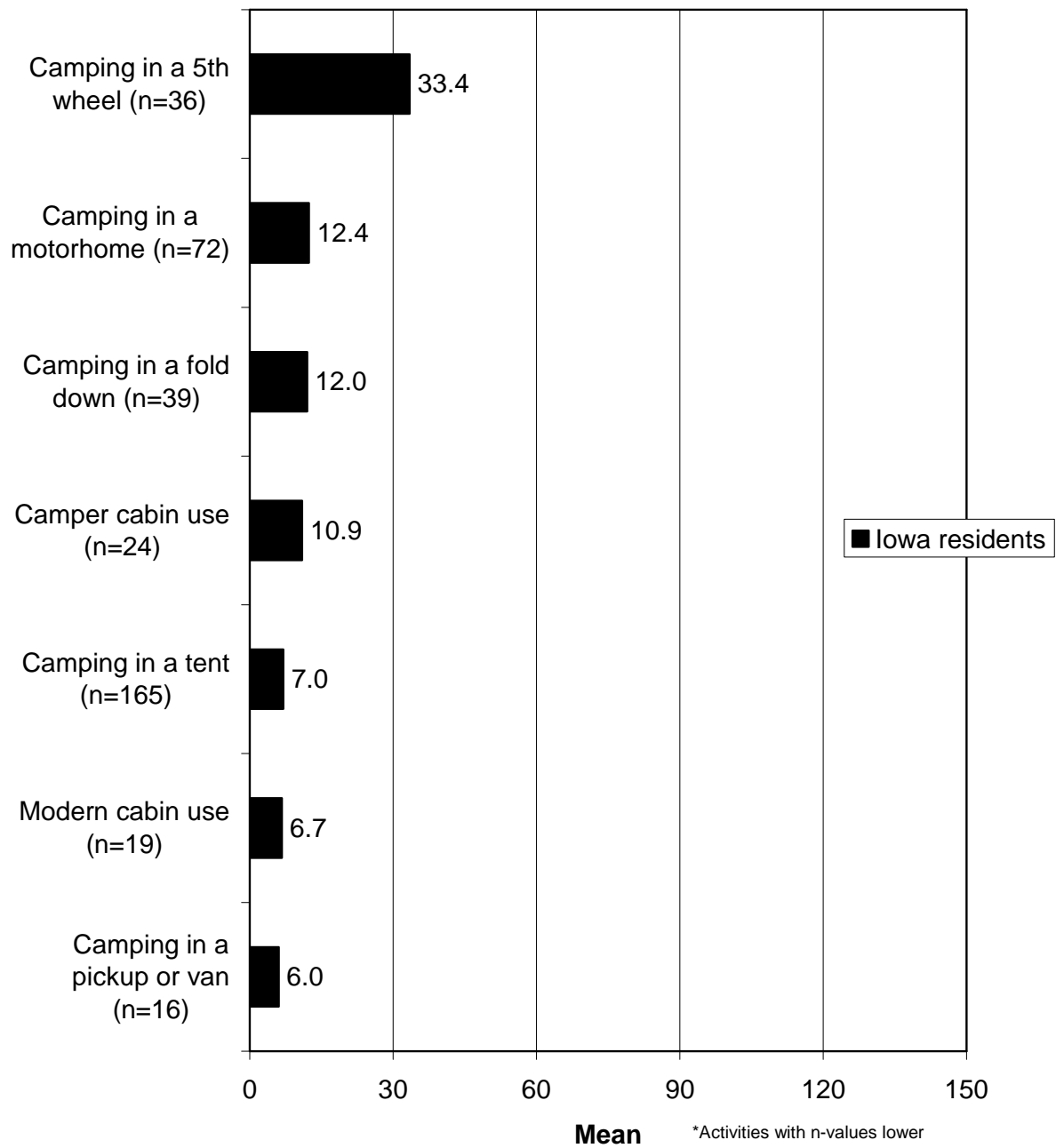
**Mean number of days of participation in various activities. (Among participants only.)
(Fishing)**



**Mean number of days of participation in various activities. (Among participants only.)
(Boating)**



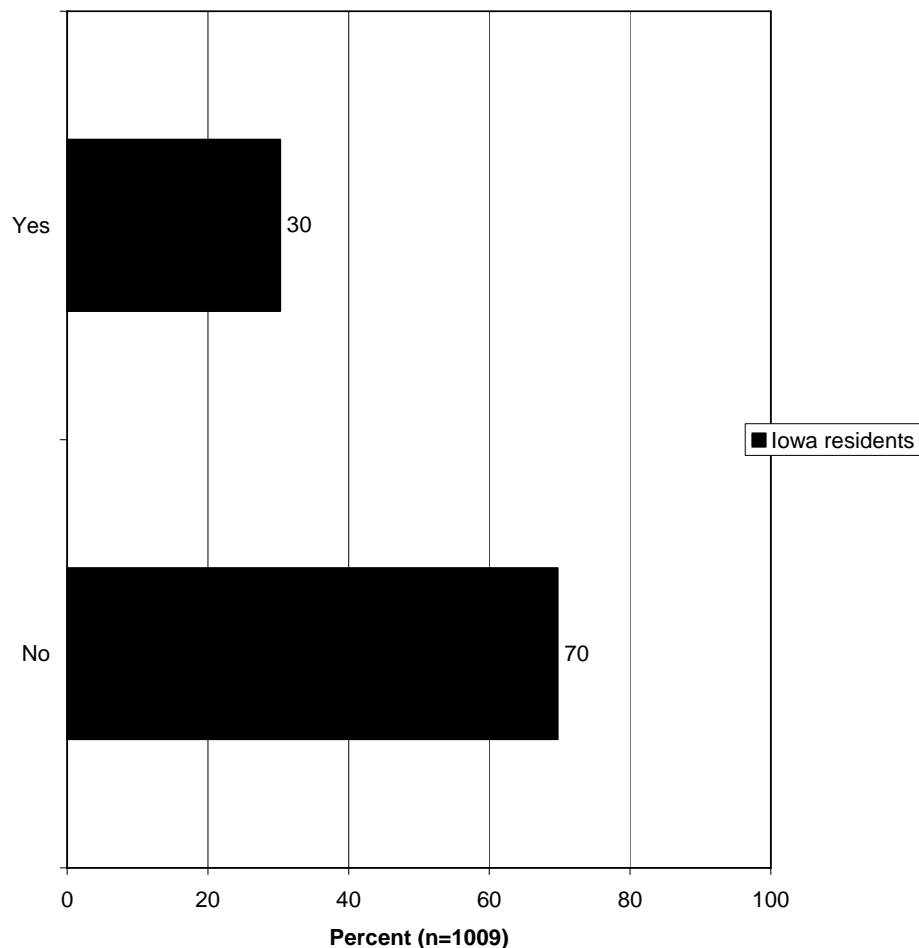
**Mean number of days of participation in various activities. (Among participants only.)
(Camping)**



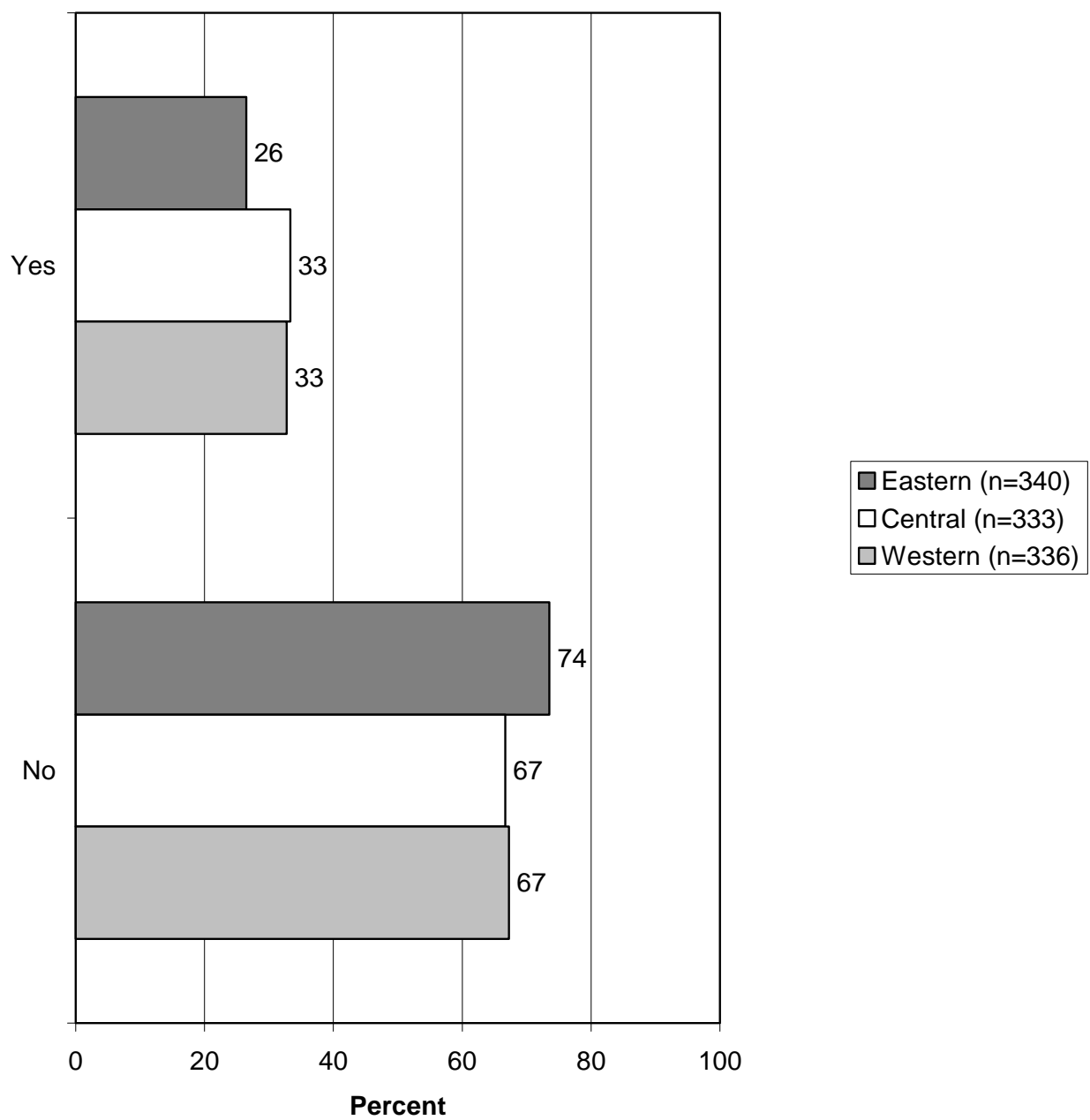
CHILDREN'S PARTICIPATION IN ACTIVITIES

- Just about a third of respondents (30%) had children 17 or younger living in their household. The survey asked them about their children's use of playgrounds and their participation in four outdoor sports in the past 2 years: 77% of households with children used playgrounds (this is 23% of all households). Of the outdoor sports in the survey, baseball is the most played (38% of households with children; 11% of all households) in Iowa, followed by soccer (30% of households with children; 9% of all households) and football (28% of households with children; 8% of all households).

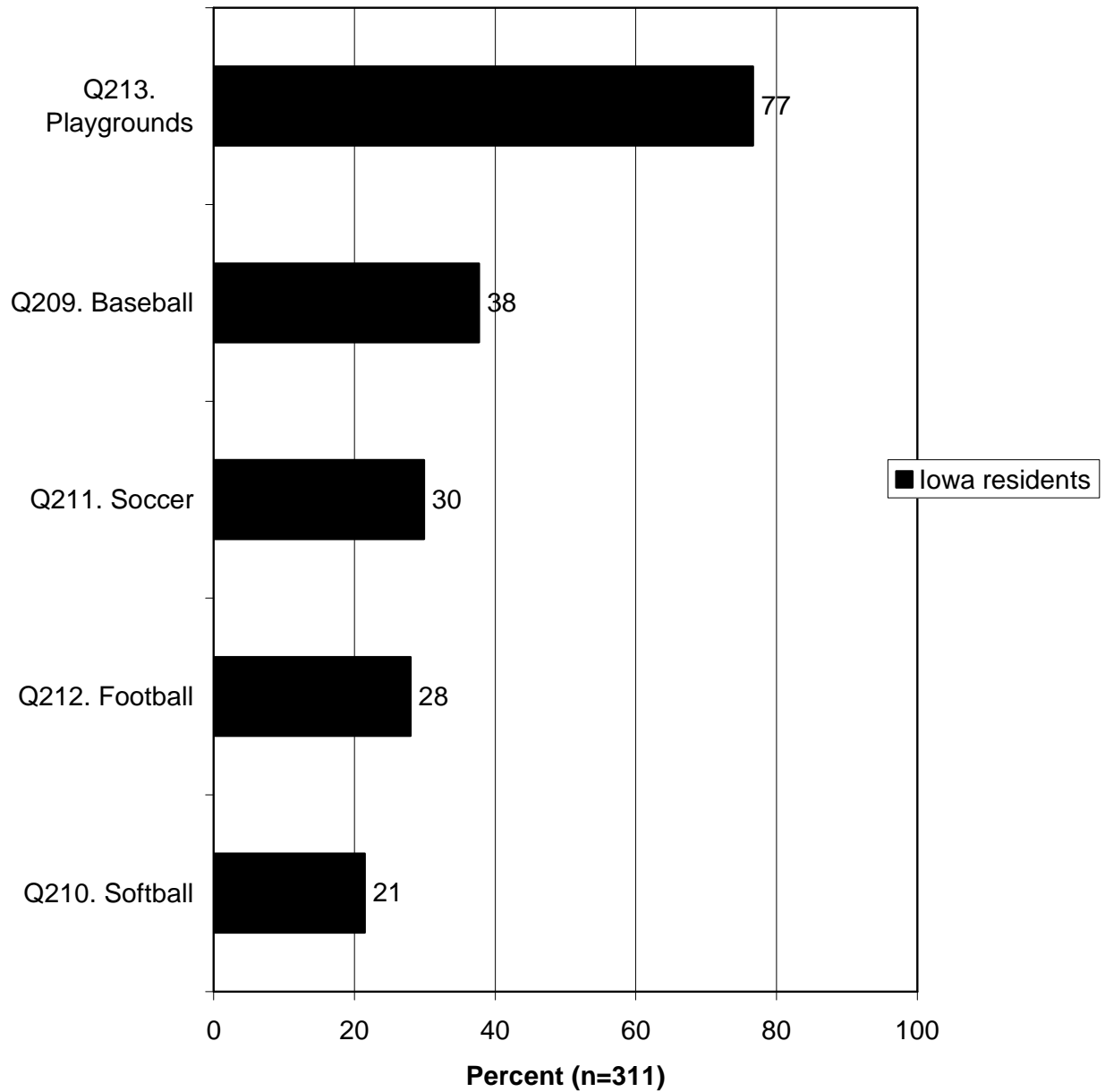
Q207. Do you have any children 17 or younger living in your household?



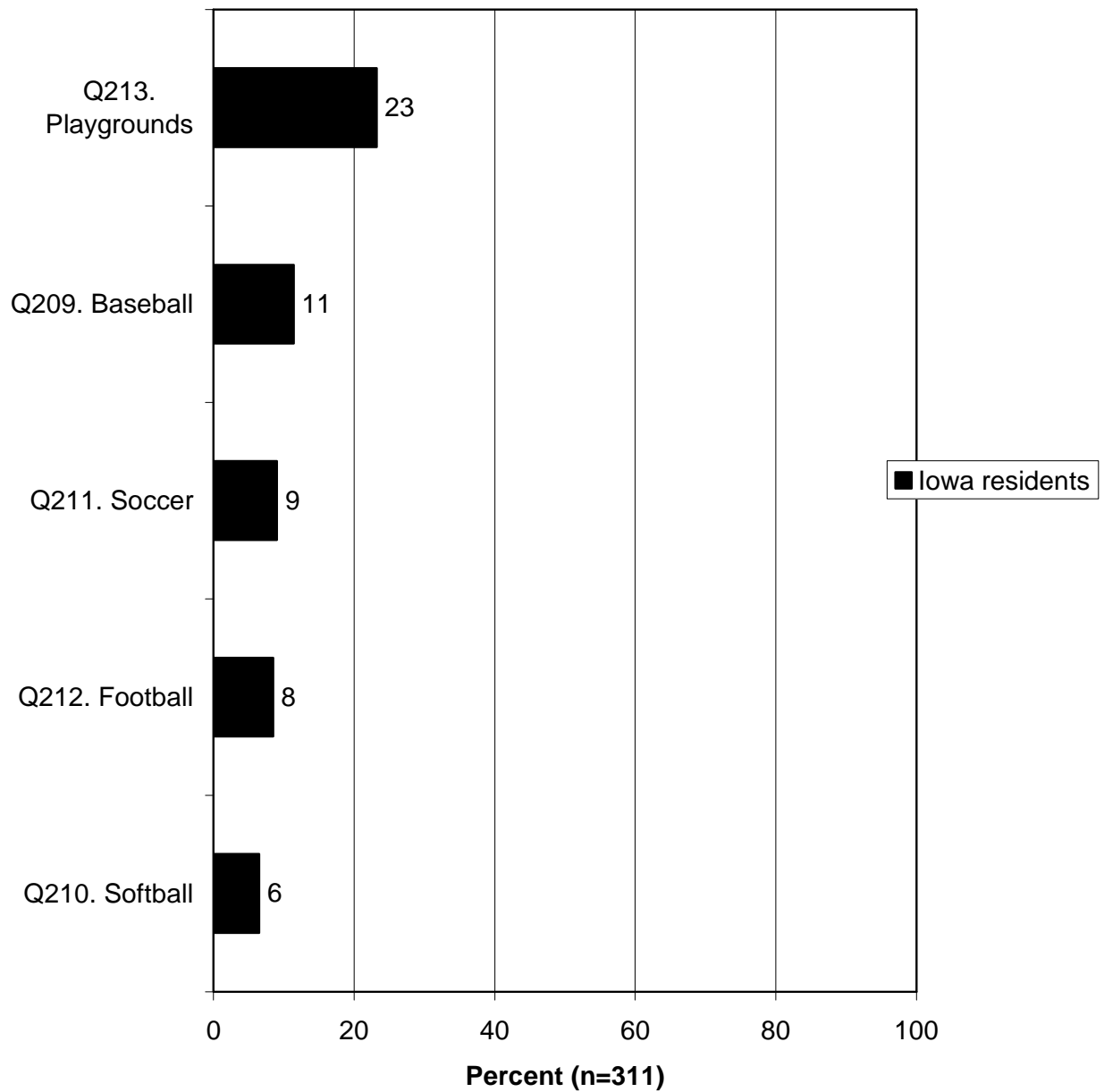
Q207. Do you have any children 17 or younger living in your household?



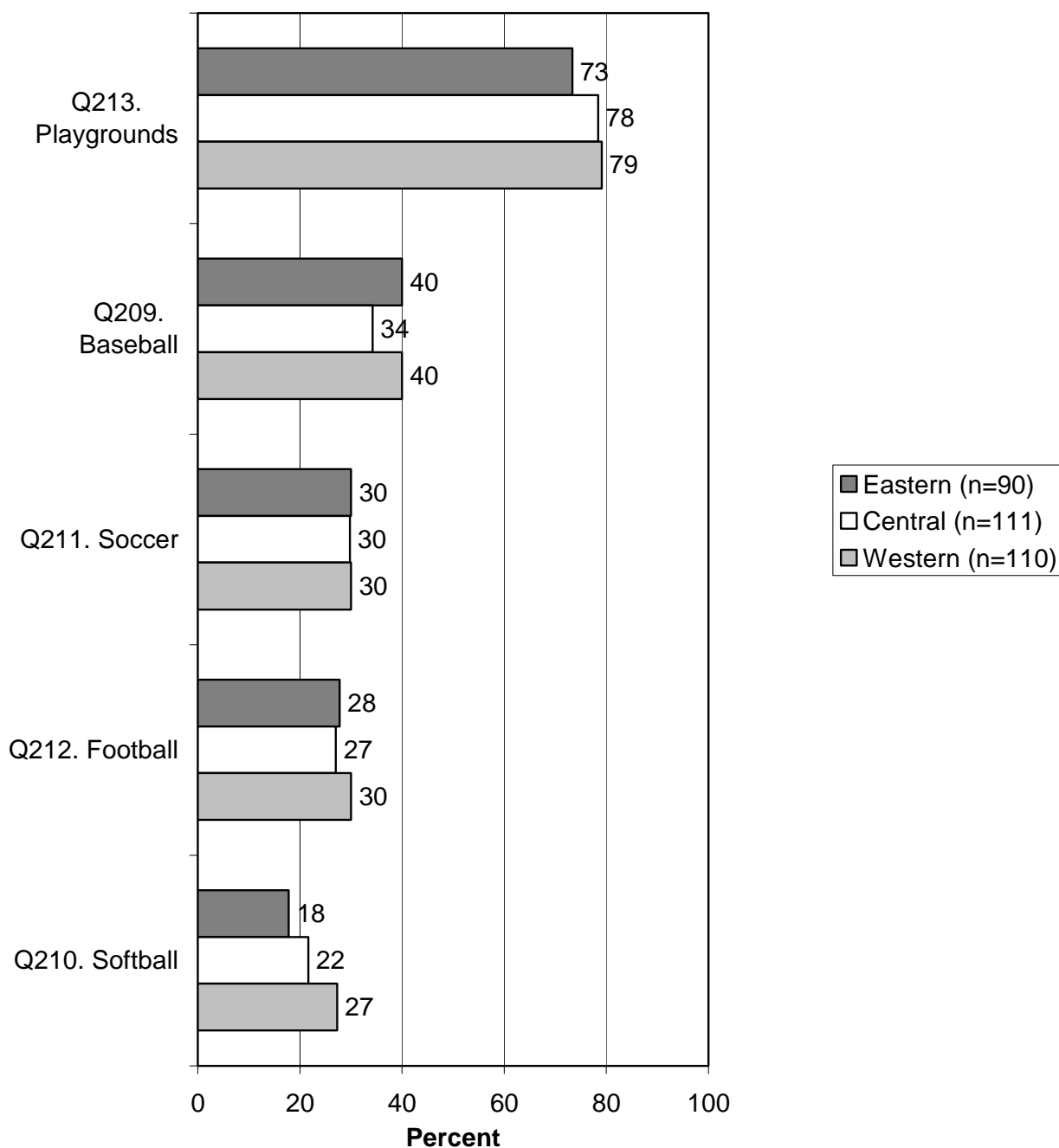
Q209-213. Percent of households with children 17 or younger who used or participated in the following in the past 2 years in Iowa. (Among households with children.)



Q209-213. Percent of households with children 17 or younger who used or participated in the following in the past 2 years in Iowa. (Among all households.)



Q209-213. Percent of households with children 17 or younger who used or participated in the following in the past 2 years in Iowa. (Among households with children.)



INTEREST IN PARTICIPATING IN ACTIVITIES

- Iowa residents show the most interest in family-oriented activities (74% are interested), driving for pleasure (61%), observing, feeding, or photographing wildlife near home (52%), and using trails for physical fitness (51%).
 - The *wildlife-related activities* with the highest rates of interest are observing, feeding, or photographing wildlife near home (52%), lake fishing (39%), hiking (39%), fishing from the shore (38%), and taking a trip of 1 mile or more to view wildlife (38%).
 - The *motorized activities* with the highest rates of interest are driving for pleasure (61%), distantly followed by motorboating (21%) and using an ATV (17%).
 - The *competitive sports* with the highest rates of interest are golf (26%) and softball (16%).
 - The *shooting activities* with the highest rates of interest are target shooting with a rifle (19%), hunting small game (18%), and hunting big game (16%).
 - The *water-related activities* with the highest rates of interest are lake fishing (39%), fishing from the shore (38%), swimming in public outdoor pools (36%), stream or river fishing (32%), and fishing from a boat (32%).
 - The *fishing activities* with the highest rates of interest are lake fishing (39%) and fishing from the shore (38%).
 - The *boating activities* with the highest rates of interest are fishing from a boat (32%), motorboating (21%), and point-to-point water trail recreation (20%).
 - The types of *camping* with the highest rates of interest are in a tent (27%), modern cabin use (18%), camper cabin use (16%), and in a motorhome (15%).
 - Regional results: Western Region residents are slightly more likely than are residents of the other regions to be very interested in driving for pleasure and in taking a trip of at least 1 mile to view wildlife.

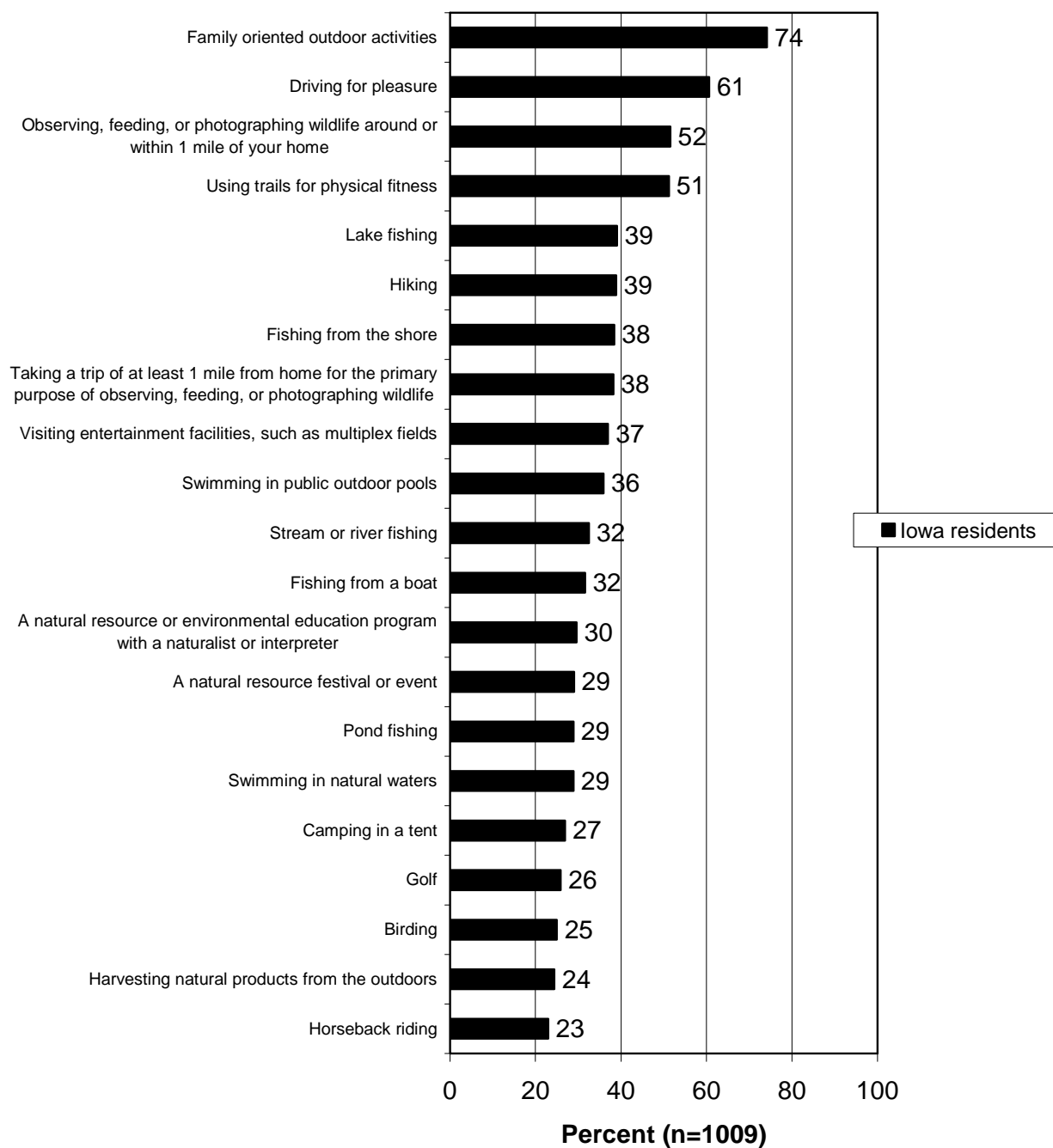
- Another way to gauge interest is by looking at all those who participated in an activity *and/or* expressed interest. Family-oriented activities (79%), driving for pleasure (64%), observing, feeding, or photographing wildlife near home (57%), and using trails for physical fitness (56%) all had a majority interested based on past use and expressed interest.
- The *wildlife-related activities* with the highest rates of interest and/or participation are observing, feeding, or photographing wildlife near home (57%), hiking (44%), taking a trip of 1 mile or more to view wildlife (41%), lake fishing (41%), and fishing from the shore (41%).
 - The *motorized activities* with the highest rates of interest and/or participation are driving for pleasure (64%), distantly followed by motorboating (25%) and using an ATV (20%).
 - The *competitive sports* with the highest rates of interest and/or participation are golf (28%) and softball (18%).
 - The *shooting activities* with the highest rates of interest and/or participation are target shooting with a rifle (20%), hunting small game (19%), and hunting big game (17%).
 - The *water-related activities* with the highest rates of interest and/or participation are lake fishing (41%), fishing from the shore (41%), swimming in public outdoor pools (38%), stream or river fishing (34%), and fishing from a boat (33%).
 - The *fishing activities* with the highest rates of interest and/or participation are lake fishing (41%) and fishing from the shore (41%).
 - The *boating activities* with the highest rates of interest and/or participation are fishing from a boat (33%), motorboating (25%), and point-to-point water trail recreation (22%).
 - The types of *camping* with the highest rates of interest and/or participation are in a tent (29%), modern cabin use (18%), camper cabin use (16%), and in a motorhome (16%).
 - Regional results: Western Region residents are slightly more likely than are residents of the other regions to have participated or to be very interested in driving for pleasure and in taking a trip of at least 1 mile to view wildlife. There is slightly more participation and/or interest in lake fishing in the Central and Western Regions than in the Eastern Region.
- Absolute numbers of those interested are shown.

- The analyses looked at latent demand by comparing interest in participating versus actual participation. The most unmet demand is for natural resource festival or events (19 percentage point difference between actual participation and interest), a natural resource or environmental education program (17 percentage point difference), modern cabin use (16 percentage point difference), taking a trip of at least 1 mile to view wildlife (14 percentage point difference), and horseback riding (also with a 14 percentage point difference).
- The *wildlife-related activities* with the highest latent demand are a natural resource festival or event (19 percentage point difference), a natural resource or environmental education program (17 percentage point difference), modern cabin use (16 percentage point difference), and taking a trip of at least 1 mile to view wildlife (14 percentage point difference).
 - The *motorized activities* with the highest latent demand are motorboating (7 percentage point difference) and riding a personal watercraft (7 percentage point difference).
 - The *competitive sports* with the highest latent demand are volleyball (9 percentage point difference), basketball (9 percentage point difference), softball (8 percentage point difference), and football (8 percentage point difference).
 - The *shooting activities* with the highest latent demand are target shooting with a bow and arrow (7 percentage point difference), target shooting with a rifle (6 percentage point difference), and target shooting with a handgun (also with a 6 percentage point difference).
 - The *water-related activities* with the highest latent demand are pond fishing (13 percentage point difference), fishing from a boat (13 percentage point difference), lake fishing (13 percentage point difference), and stream or river fishing (13 percentage point difference).
 - Nearly all the *fishing activities* had about the same latent demand, all between 10 and 13 percentage points.
 - The *boating activities* with the highest latent demand are fishing from a boat (13 percentage point difference), point-to-point water trail recreation (10 percentage point difference), and canoeing or kayaking (9 percentage point difference).
 - The types of *camping* with the highest latent demand are modern cabin use (16 percentage point difference), camper cabin use (13 percentage point difference), and camping in a tent (10 percentage point difference).

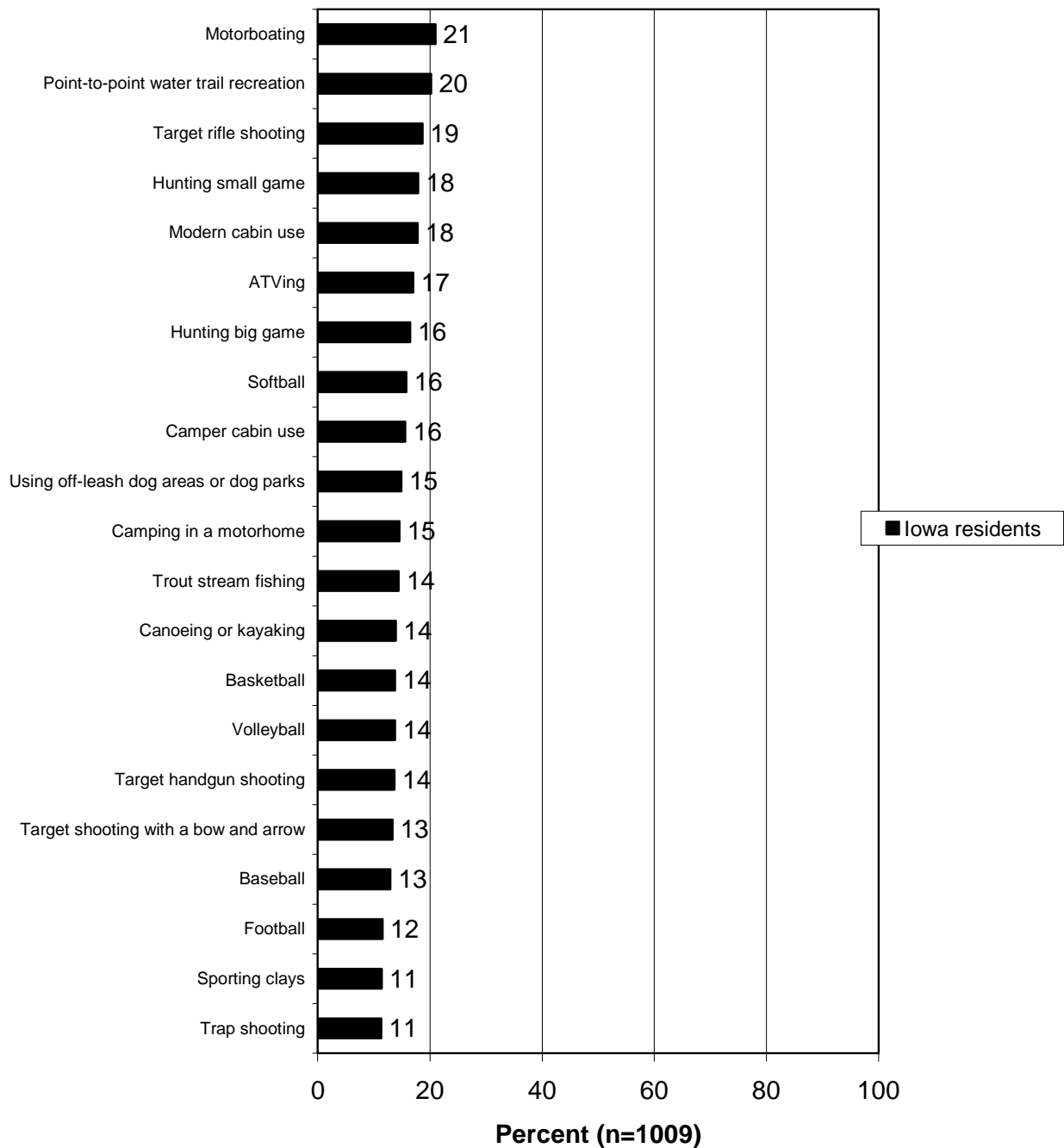
- The survey asked those who expressed interest in one or more activities in which they did *not* participate to name the two such activities in which they are most interested. The top activities are horseback riding, trail use for physical fitness, and hiking.

- Respondents were given the opportunity to mention any other outdoor recreation facilities or activities that they would like to see added in their area; they most commonly mentioned trails (fitness, biking, walking, trails in general), camping areas, ATV areas, fishing facilities and/or access, horse trails, and hiking trails.

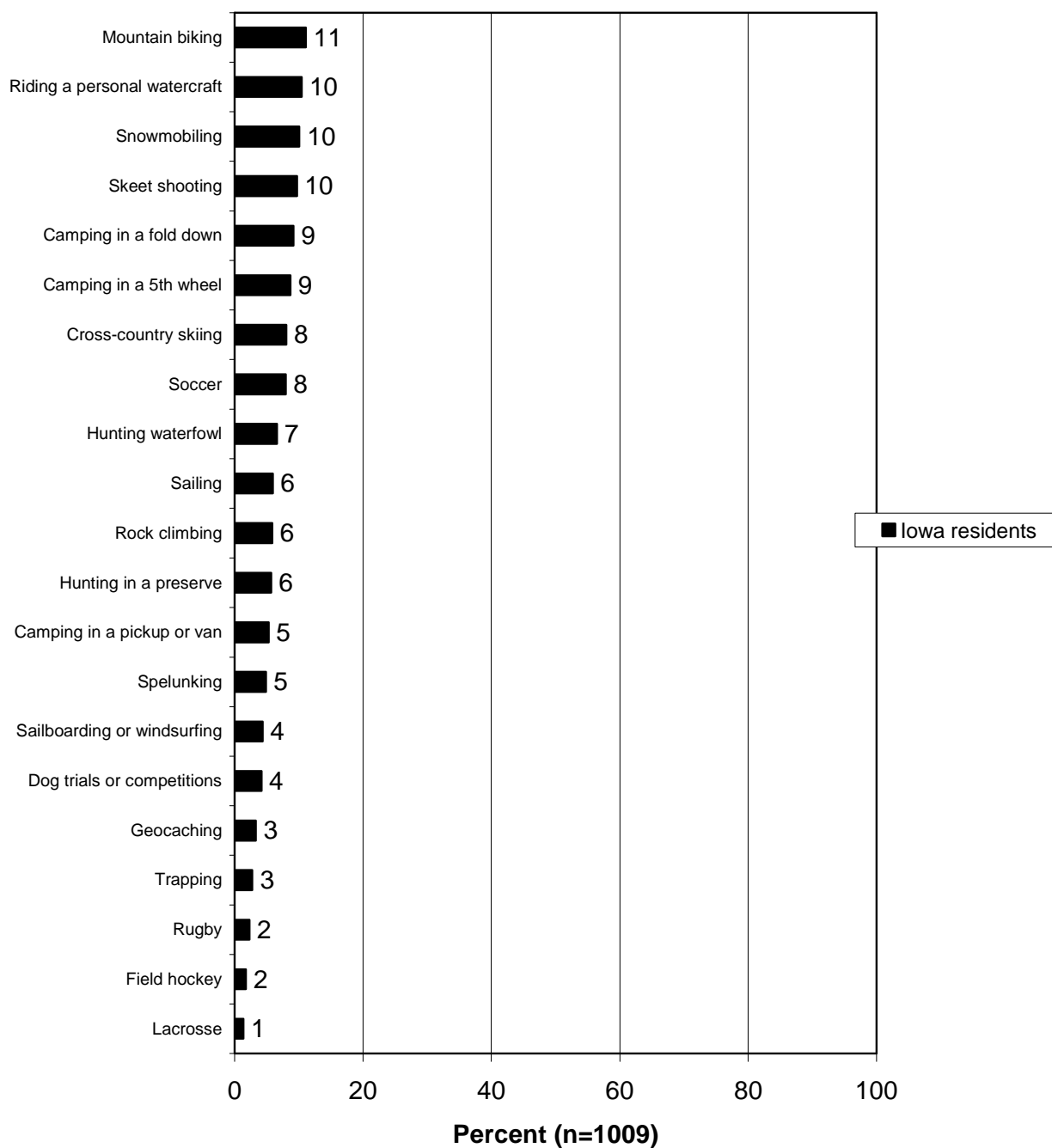
**Percent who are very interested in participating in
the following activities in the next 2 years.
(Part 1)**



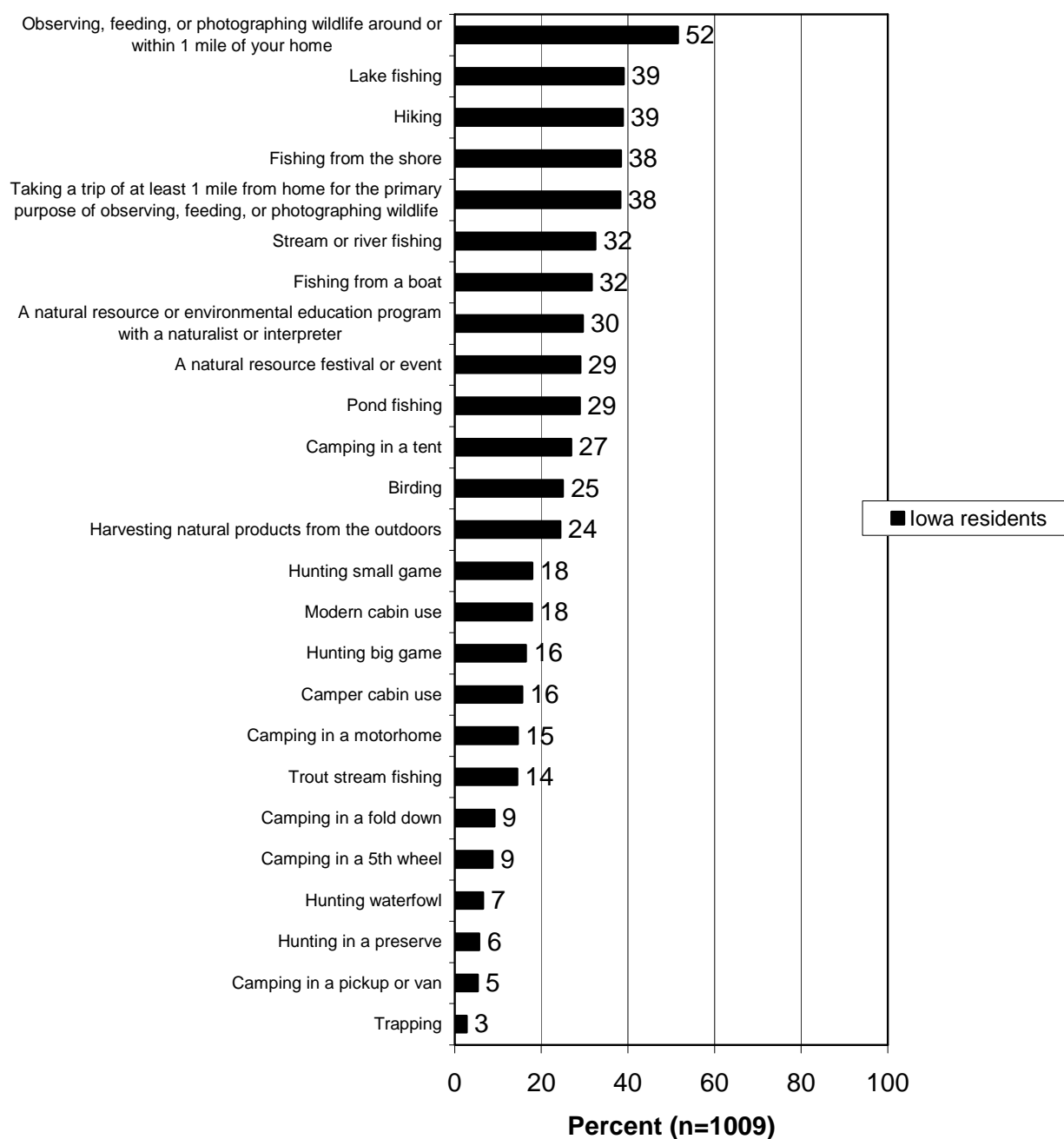
**Percent who are very interested in participating in
the following activities in the next 2 years.
(Part 2)**



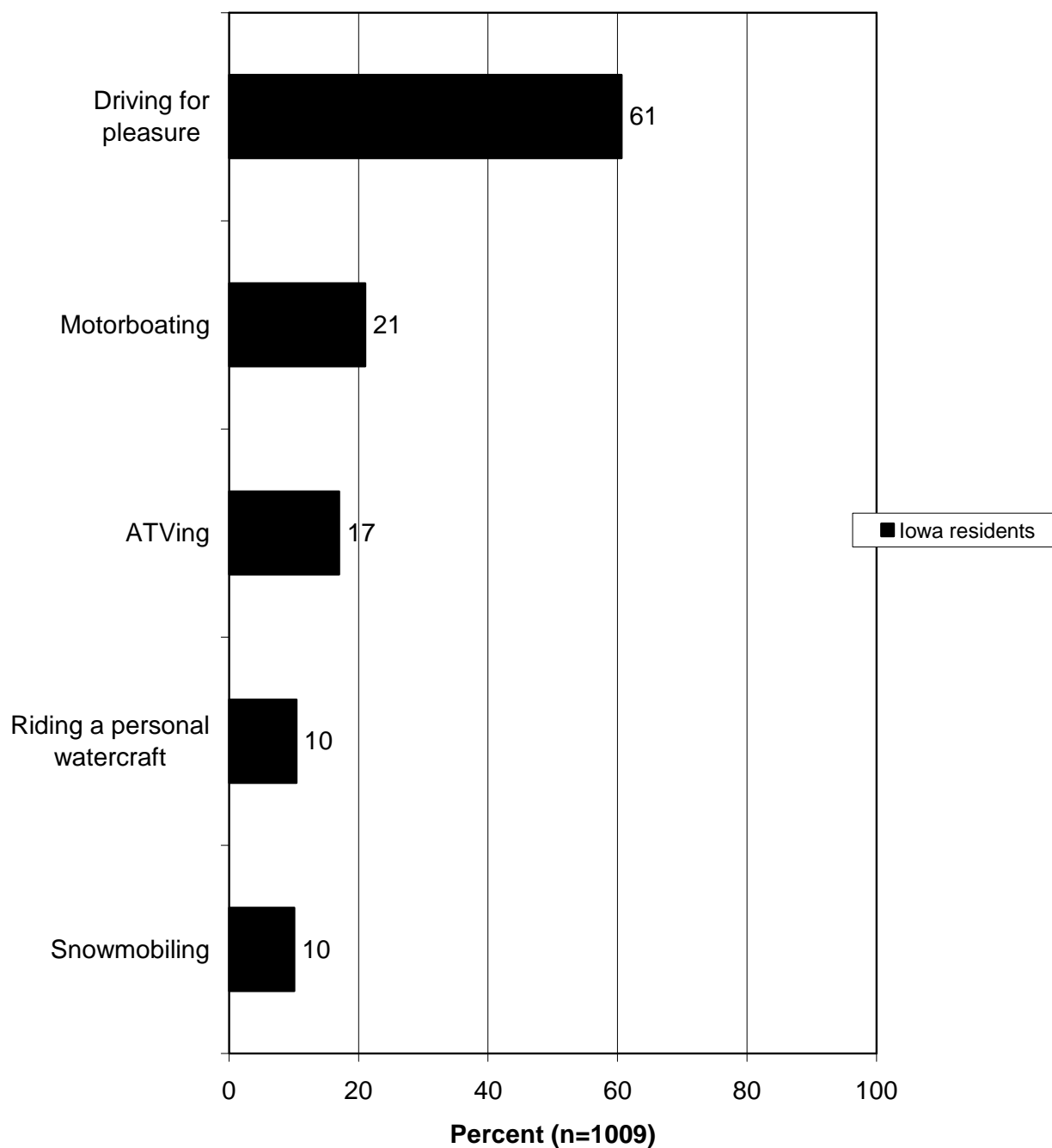
**Percent who are very interested in participating in
the following activities in the next 2 years.
(Part 3)**



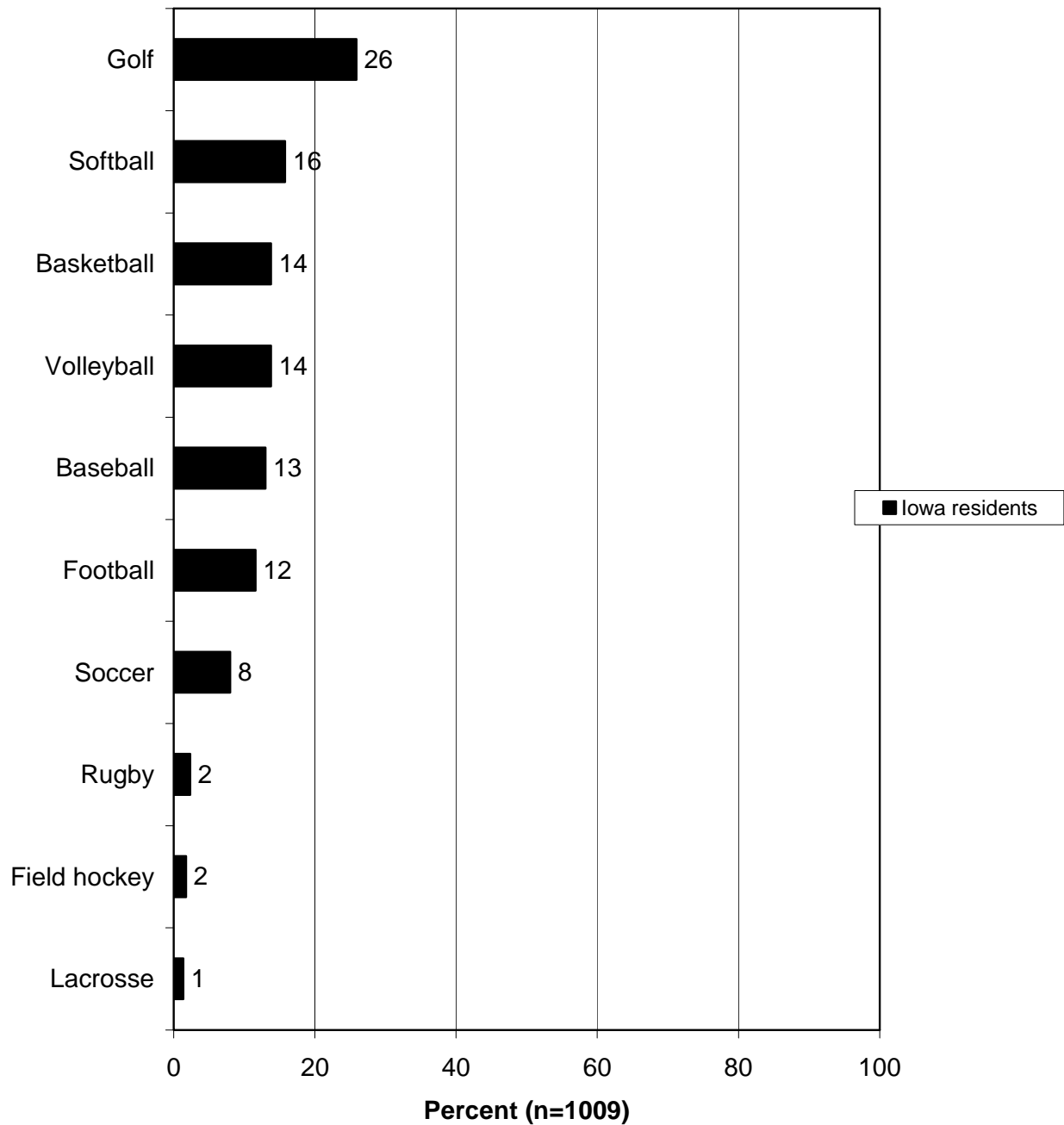
**Percent who are very interested in participating in
the following activities in the next 2 years.
(Wildlife-Related Activities, Including Hiking and
Camping)**



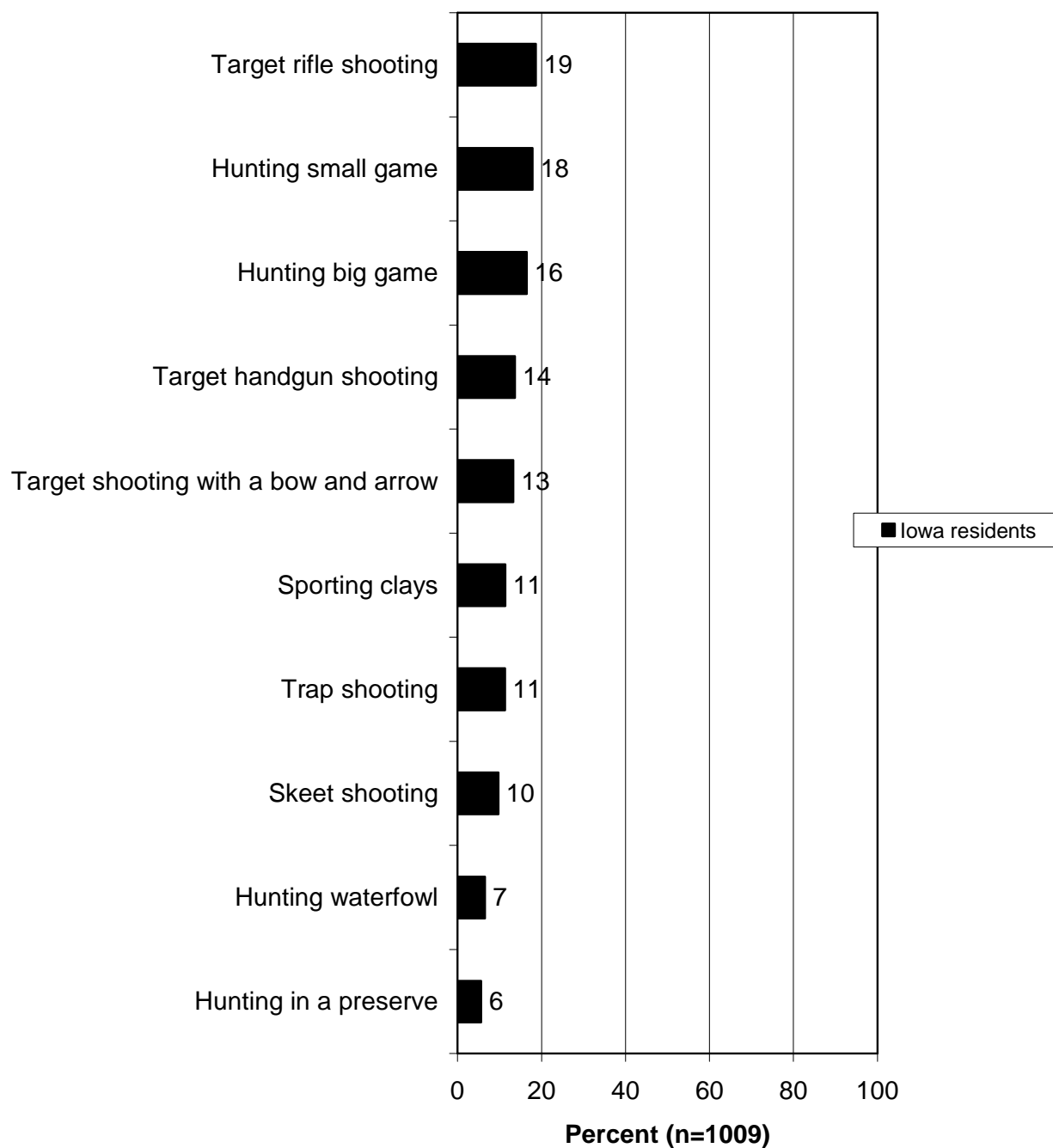
**Percent who are very interested in participating in
the following activities in the next 2 years.
(Motorized Activities)**



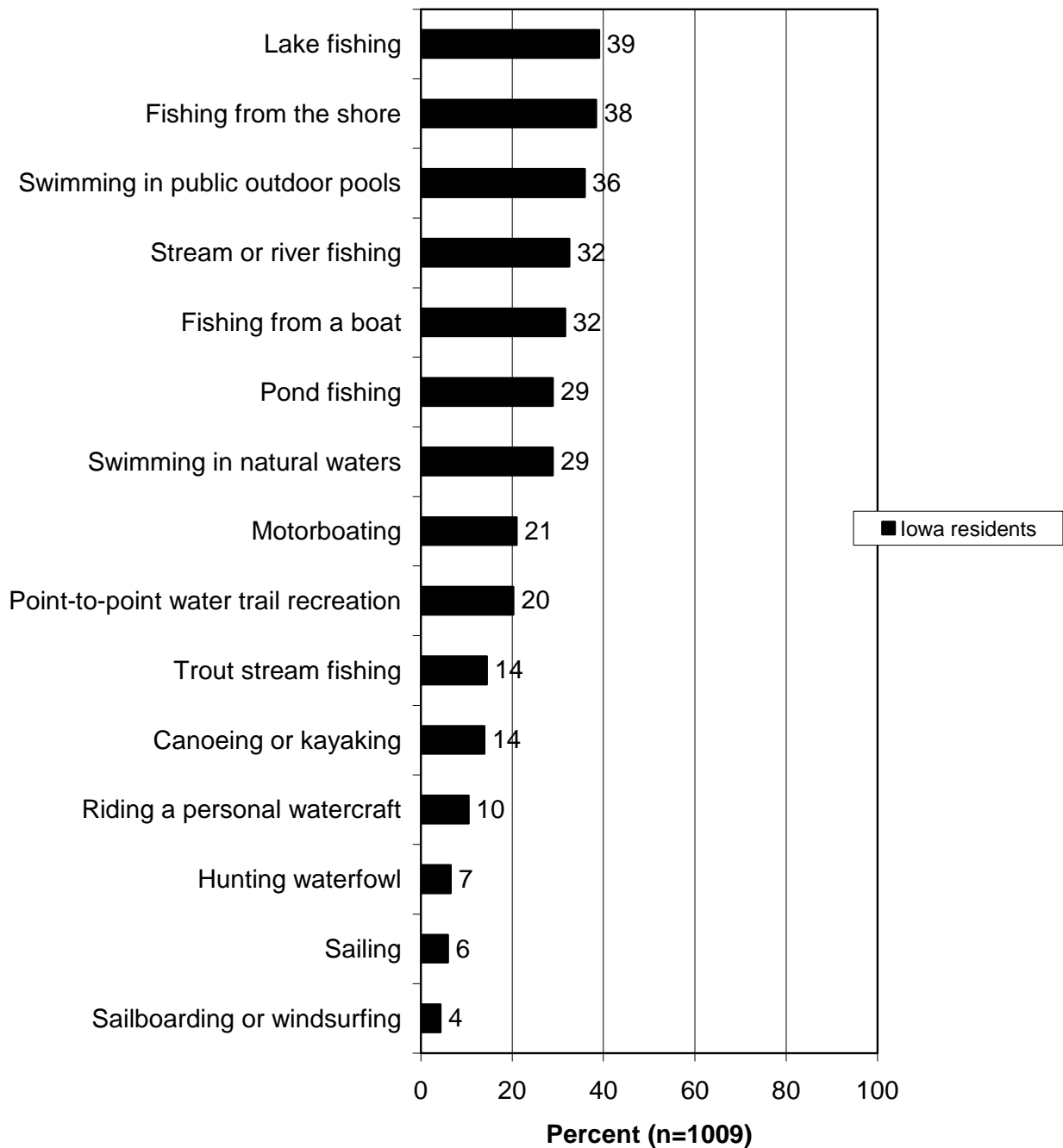
**Percent who are very interested in participating in
the following activities in the next 2 years.
(Competitive Sports - Individual and Team Sports)**



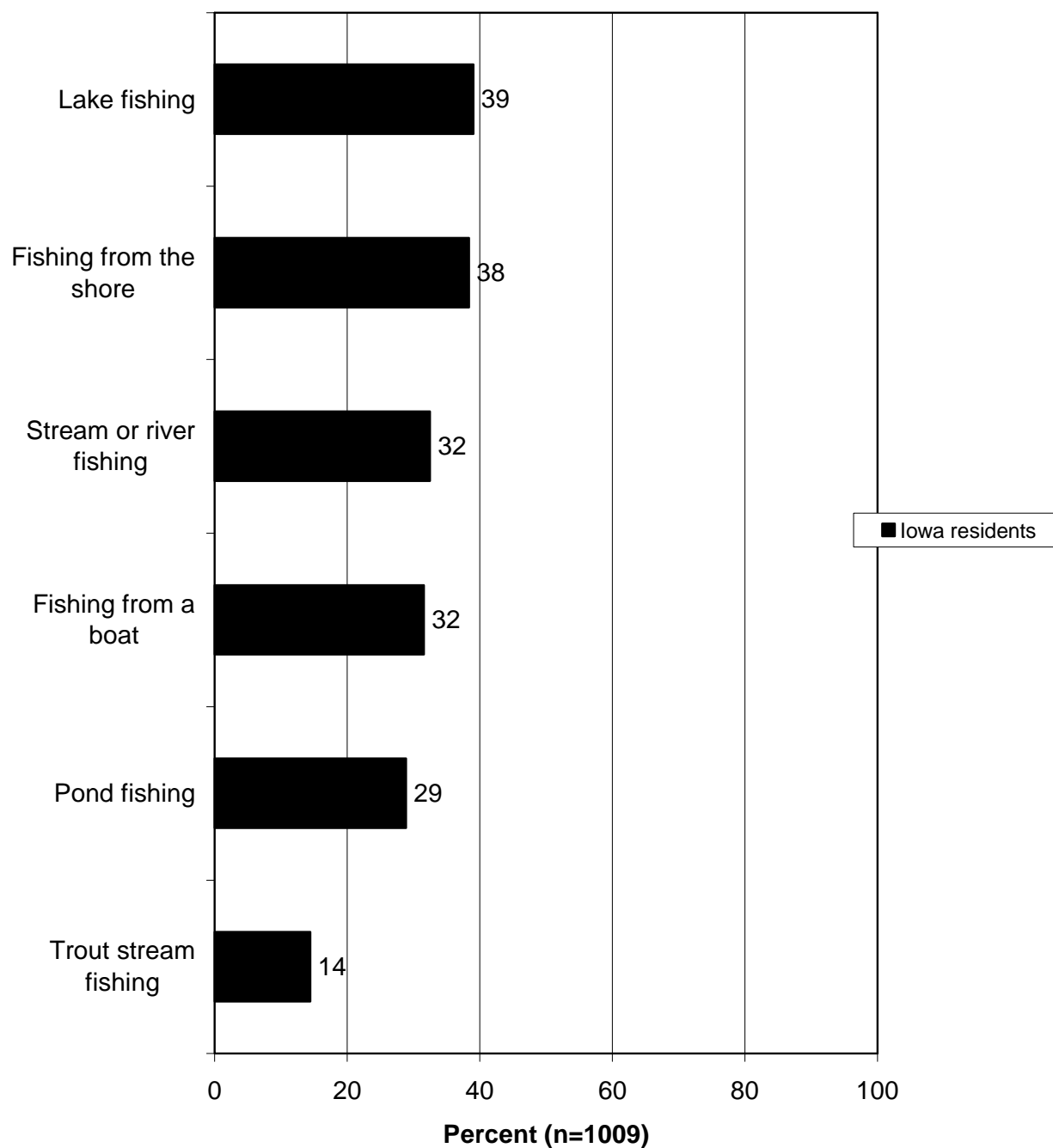
**Percent who are very interested in participating in
the following activities in the next 2 years.
(Shooting Activities)**



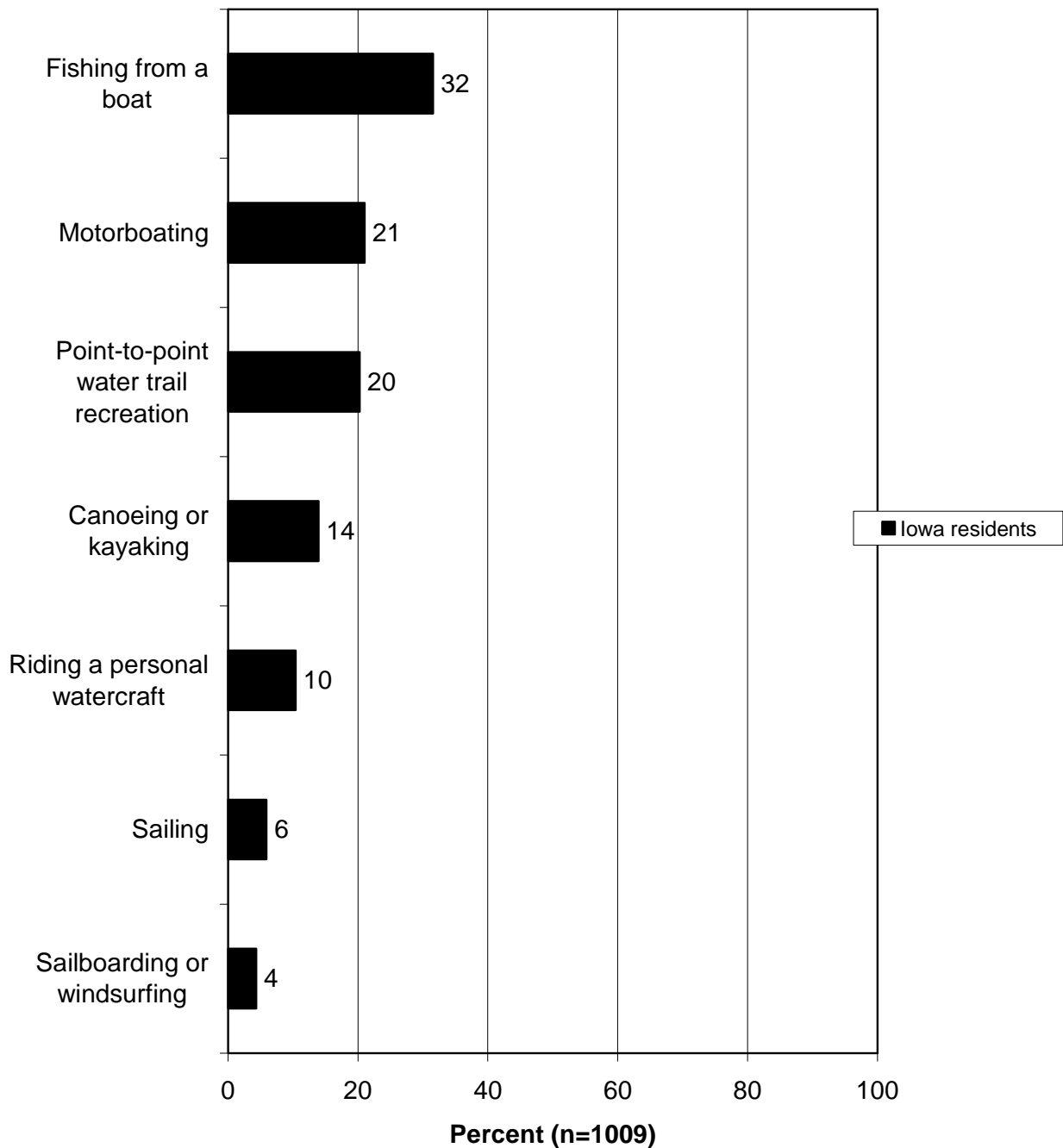
**Percent who are very interested in participating in
the following activities in the next 2 years.
(Water-Related Activities)**



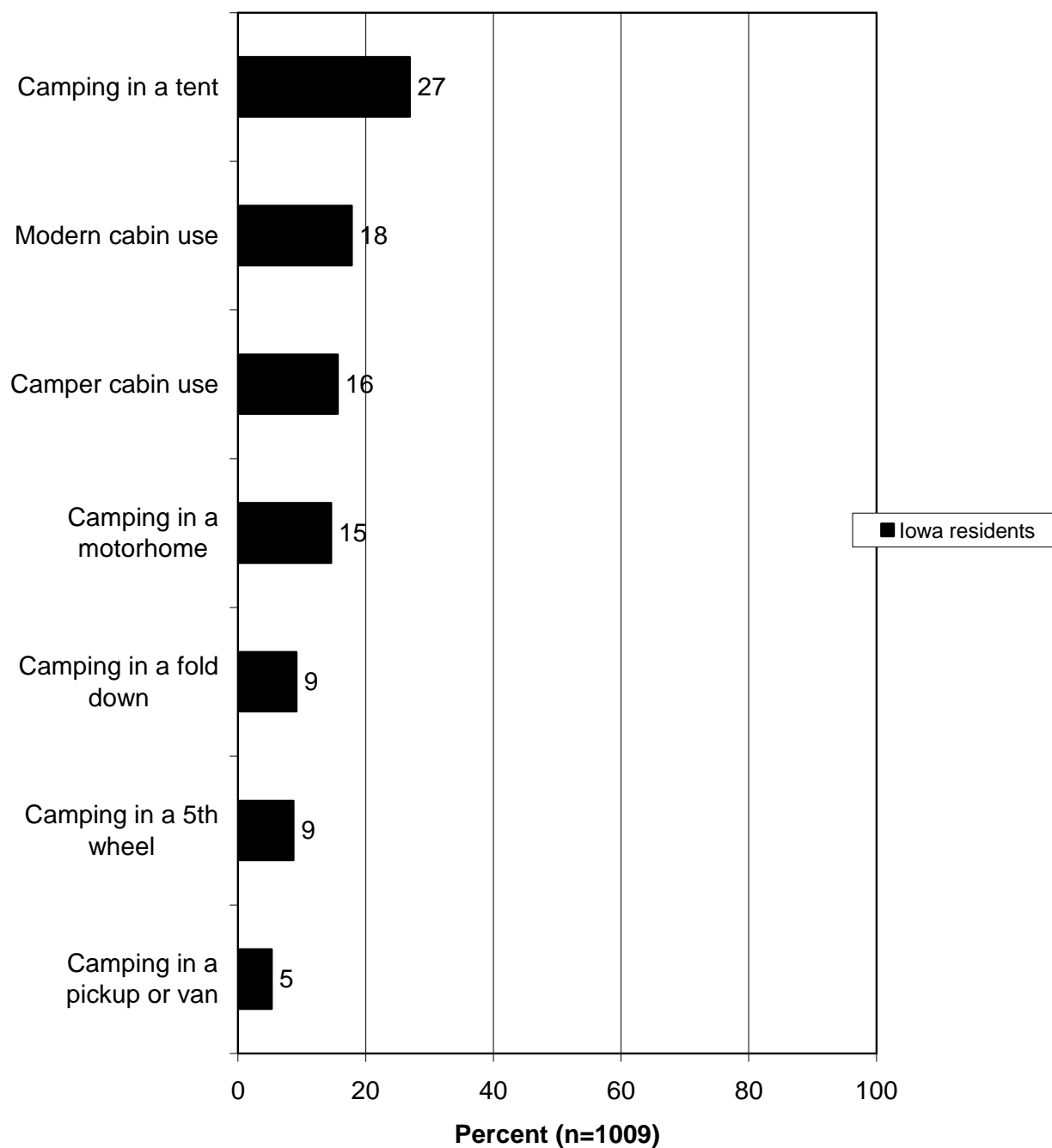
**Percent who are very interested in participating in
the following activities in the next 2 years.
(Fishing)**



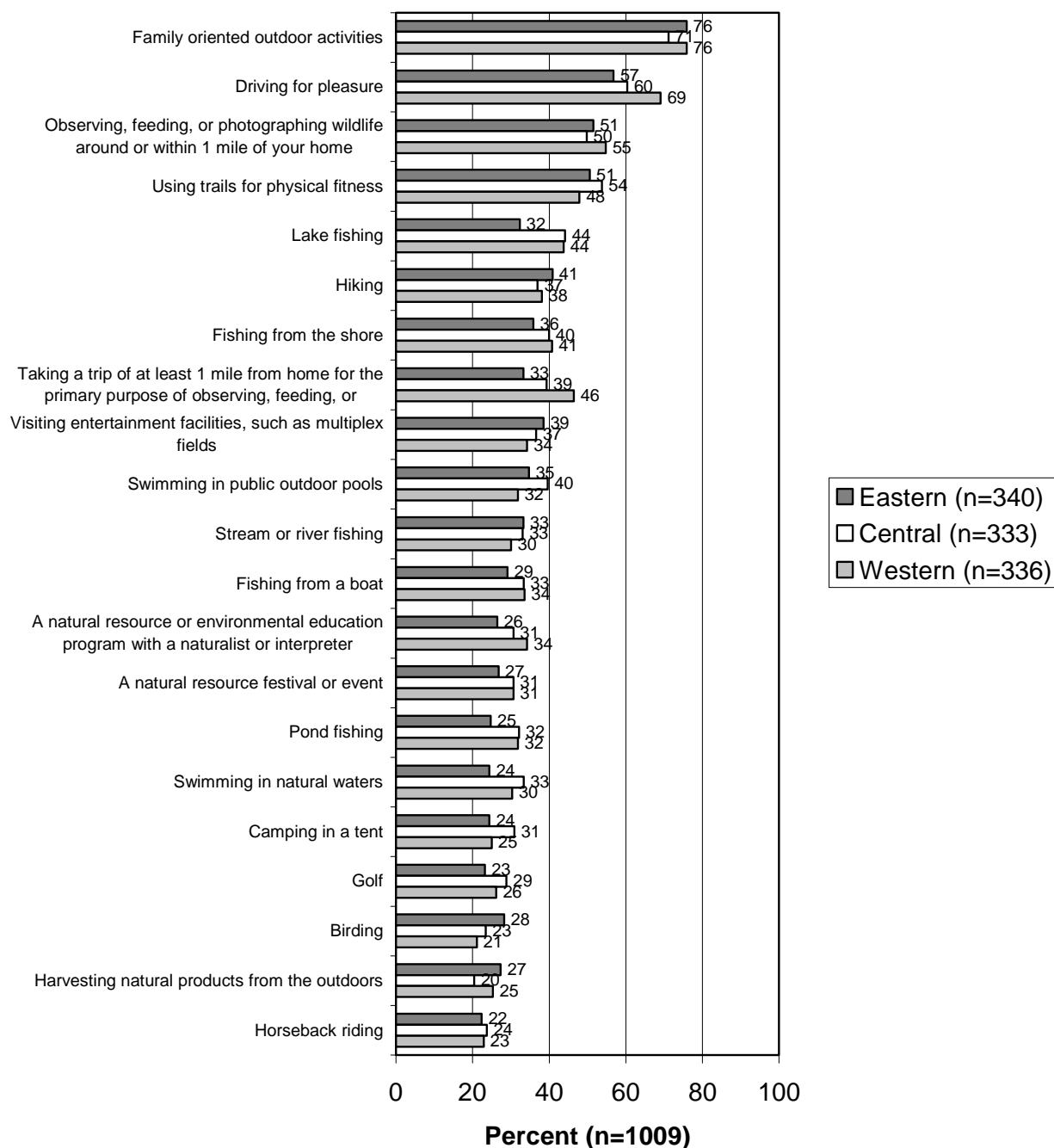
**Percent who are very interested in participating in
the following activities in the next 2 years.
(Boating)**



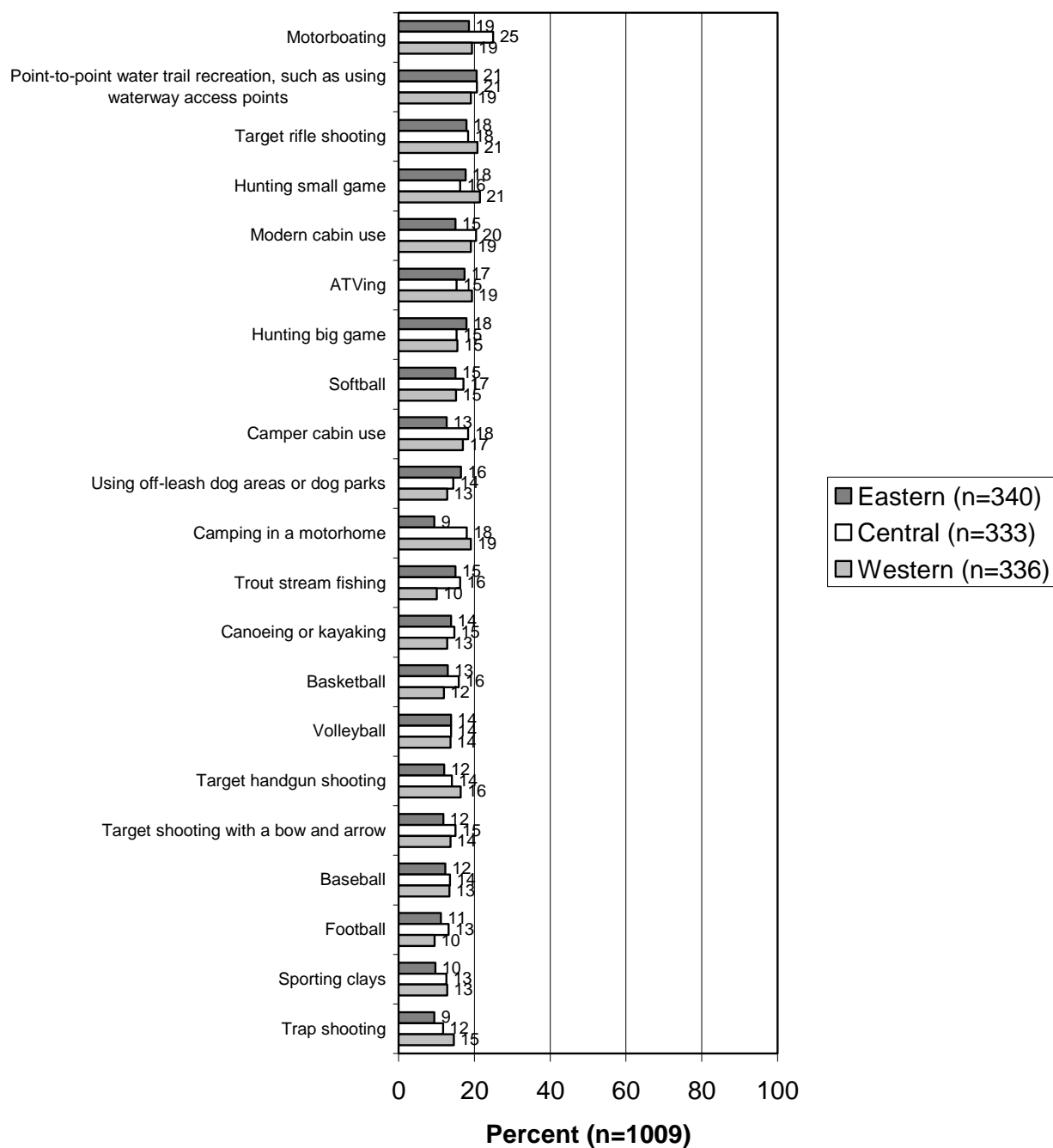
**Percent who are very interested in participating in
the following activities in the next 2 years.
(Camping)**



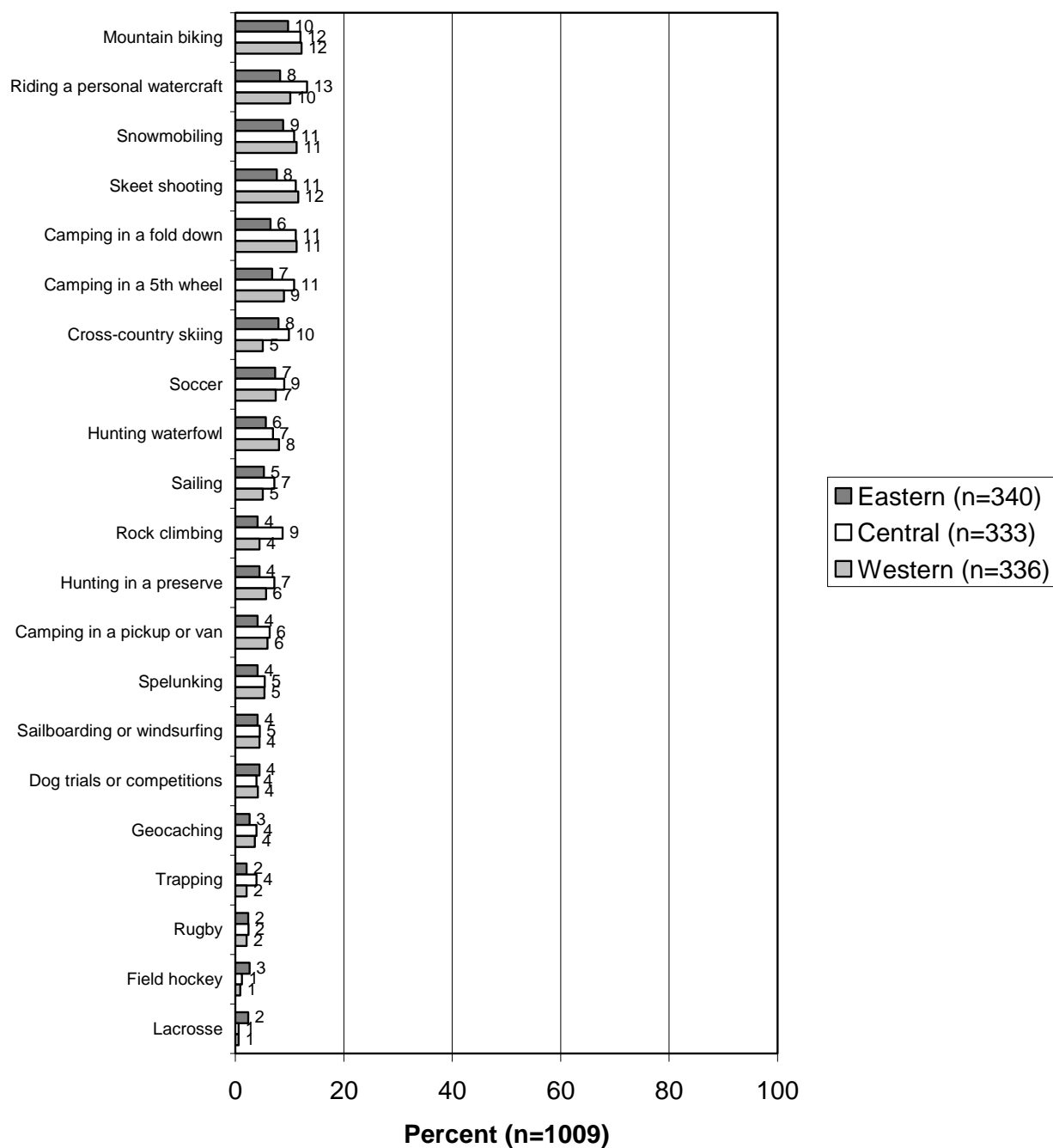
**Percent who are very interested in participating in
the following activities in the next 2 years.
(Part 1)**



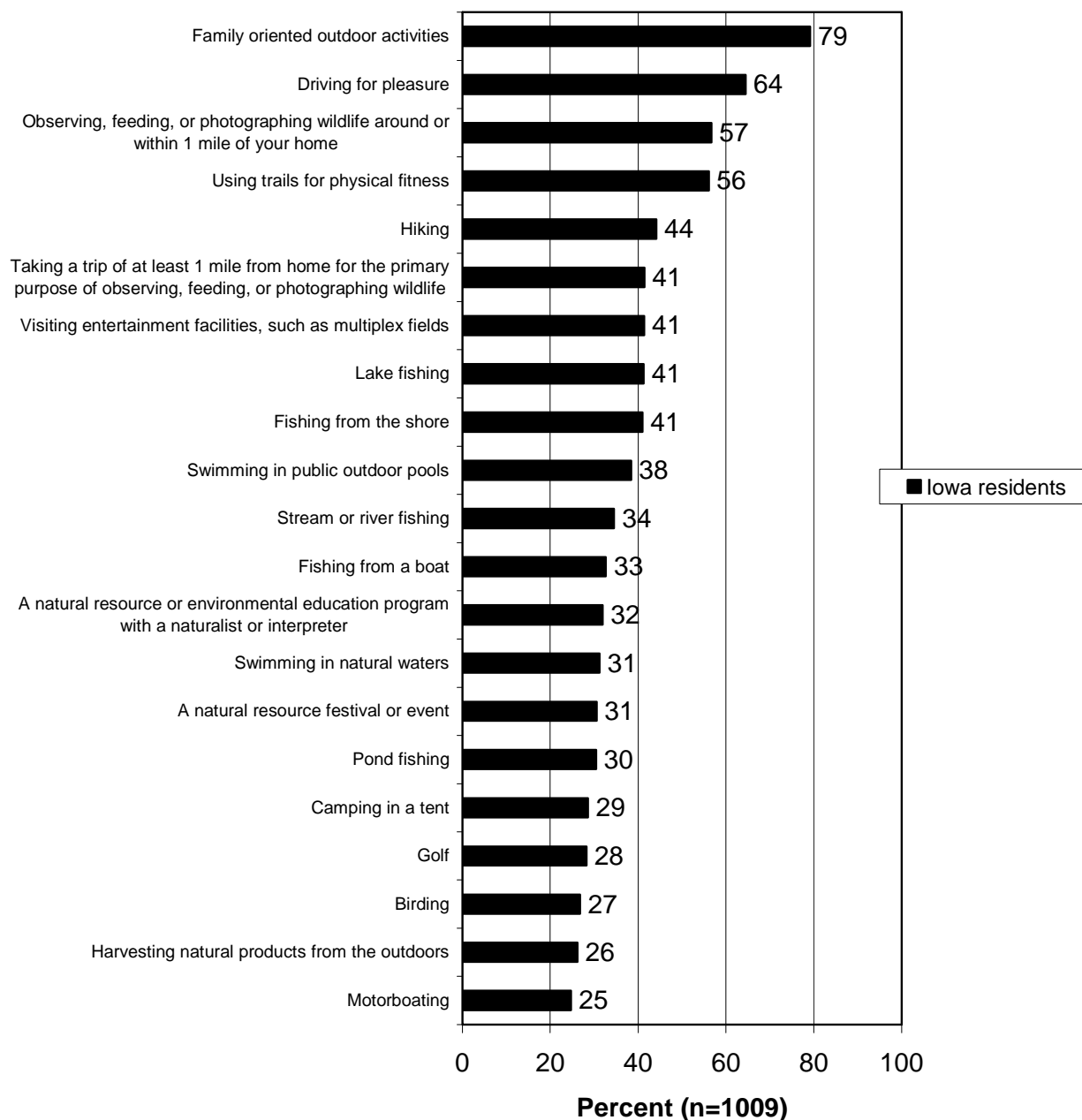
**Percent who are very interested in participating in
the following activities in the next 2 years.
(Part 2)**



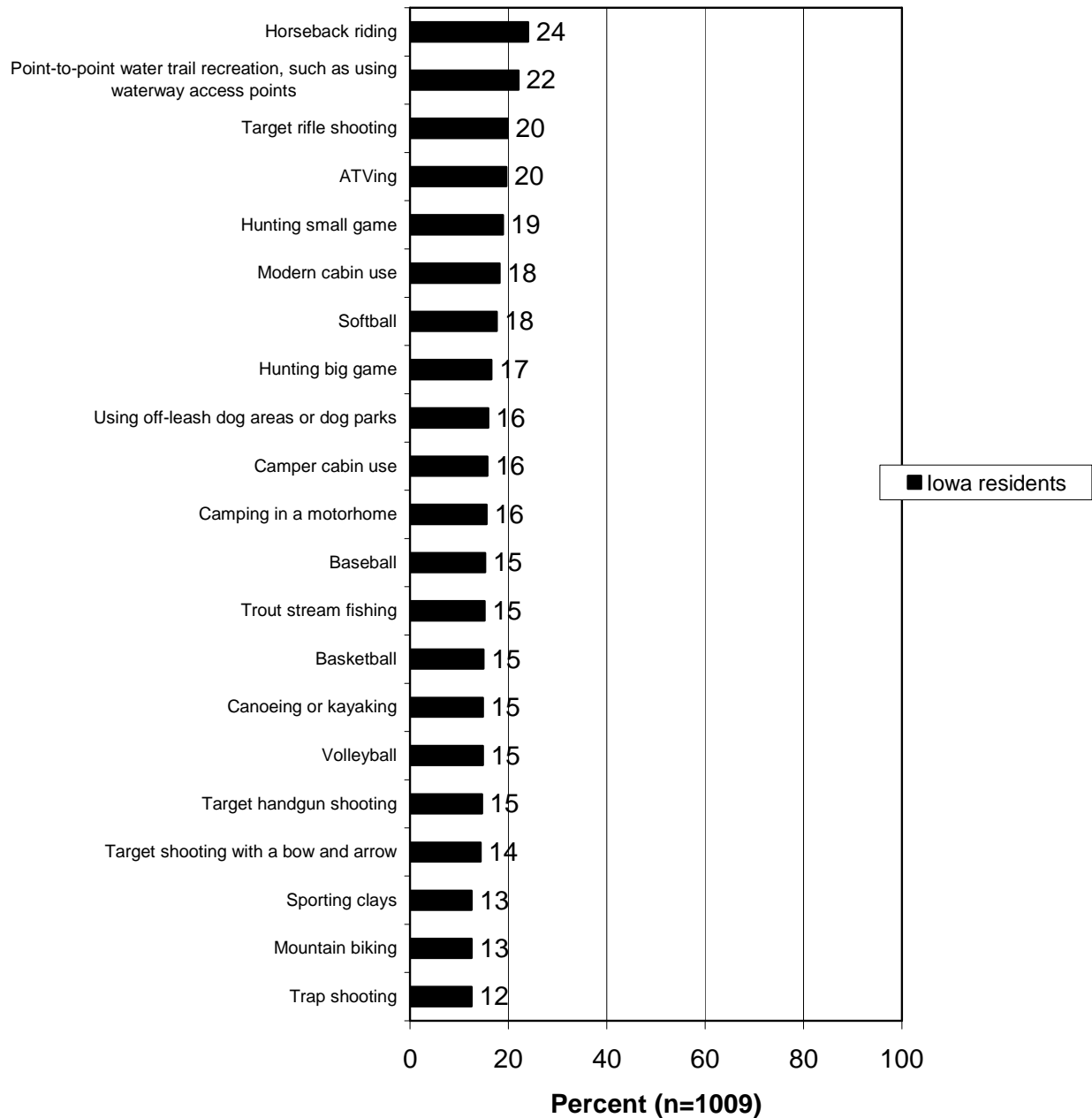
**Percent who are very interested in participating in
the following activities in the next 2 years.
(Part 3)**



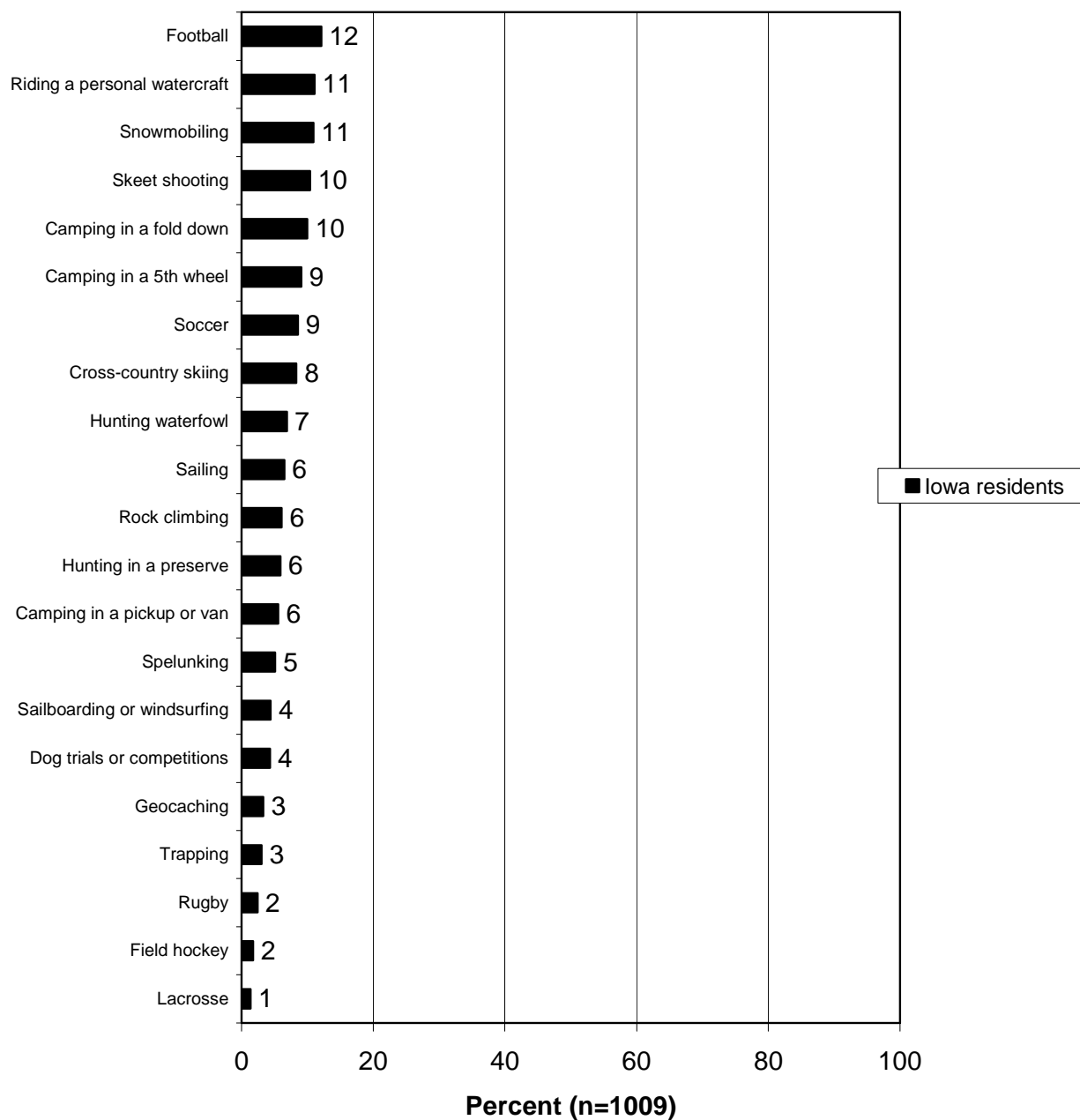
**Percent who participated in the following activities
in Iowa in the past 2 years or who are very
interested in participating in them in the next 2
years.
(Part 1)**



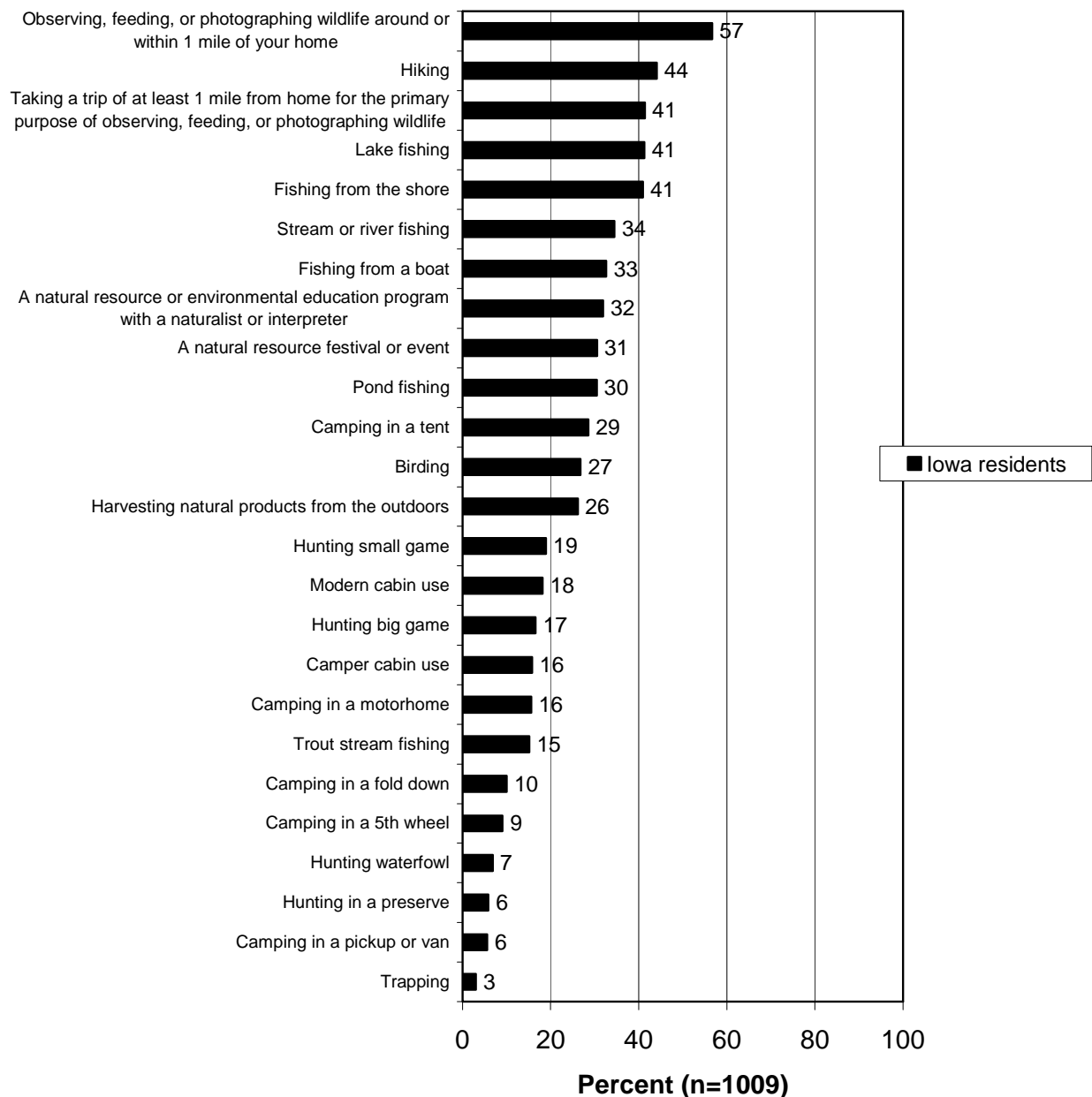
**Percent who participated in the following activities
in Iowa in the past 2 years or who are very
interested in participating in them in the next 2
years.
(Part 2)**



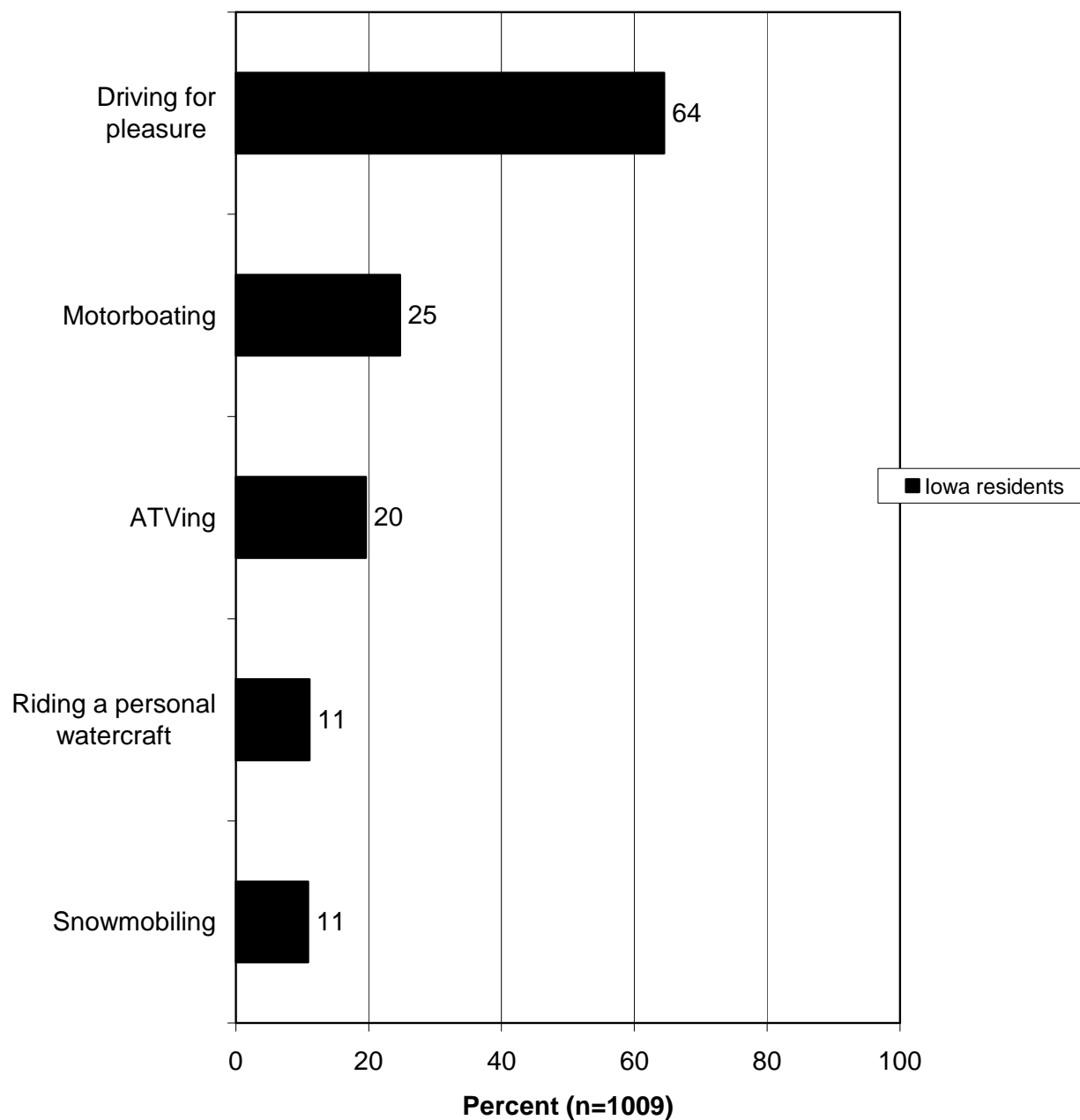
**Percent who participated in the following activities
in Iowa in the past 2 years or who are very
interested in participating in them in the next 2
years.
(Part 3)**



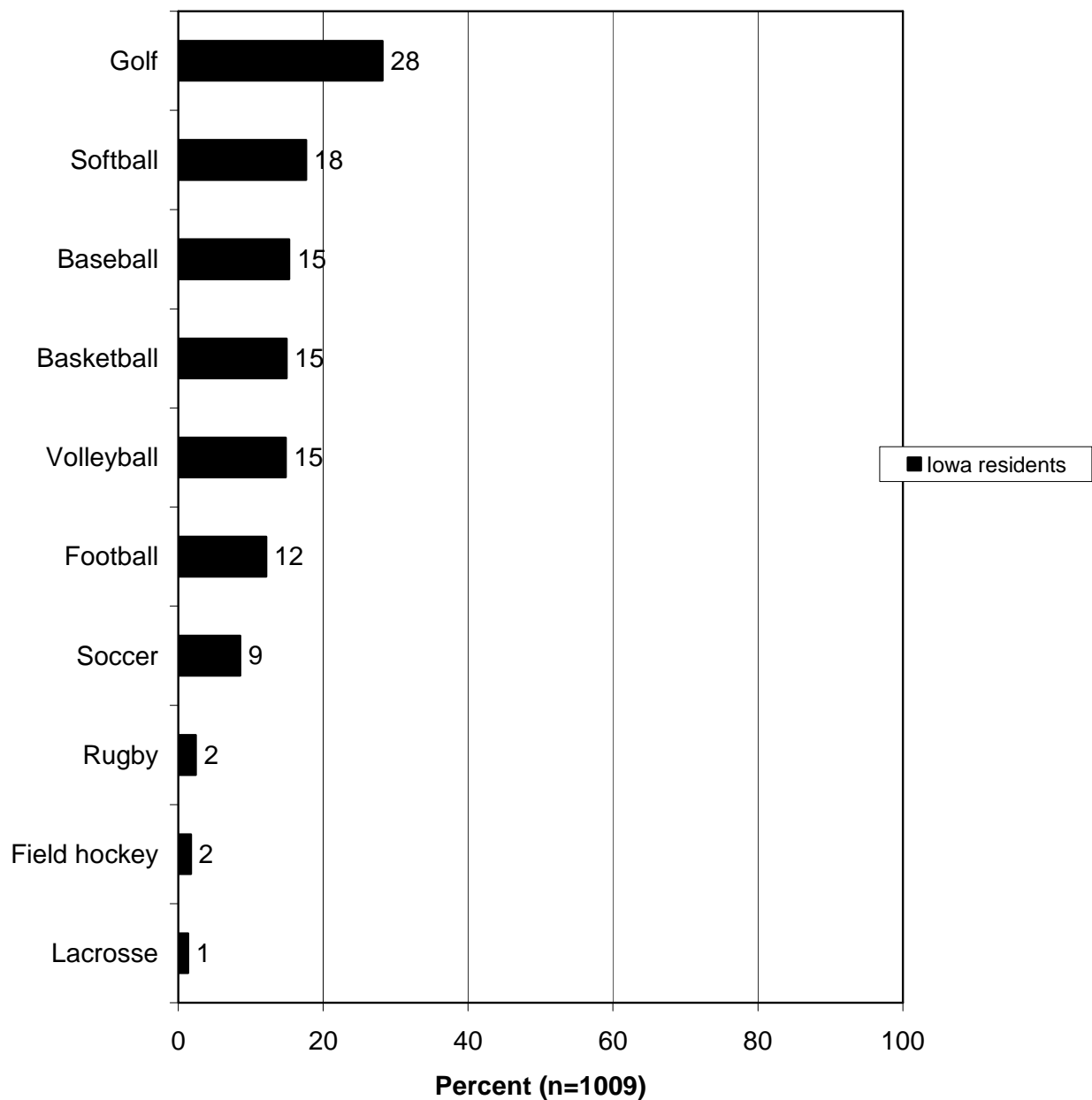
**Percent who participated in the following activities
in Iowa in the past 2 years or who are very
interested in participating in them in the next 2
years.
(Wildlife-Related Activities, Including Hiking and
Camping)**



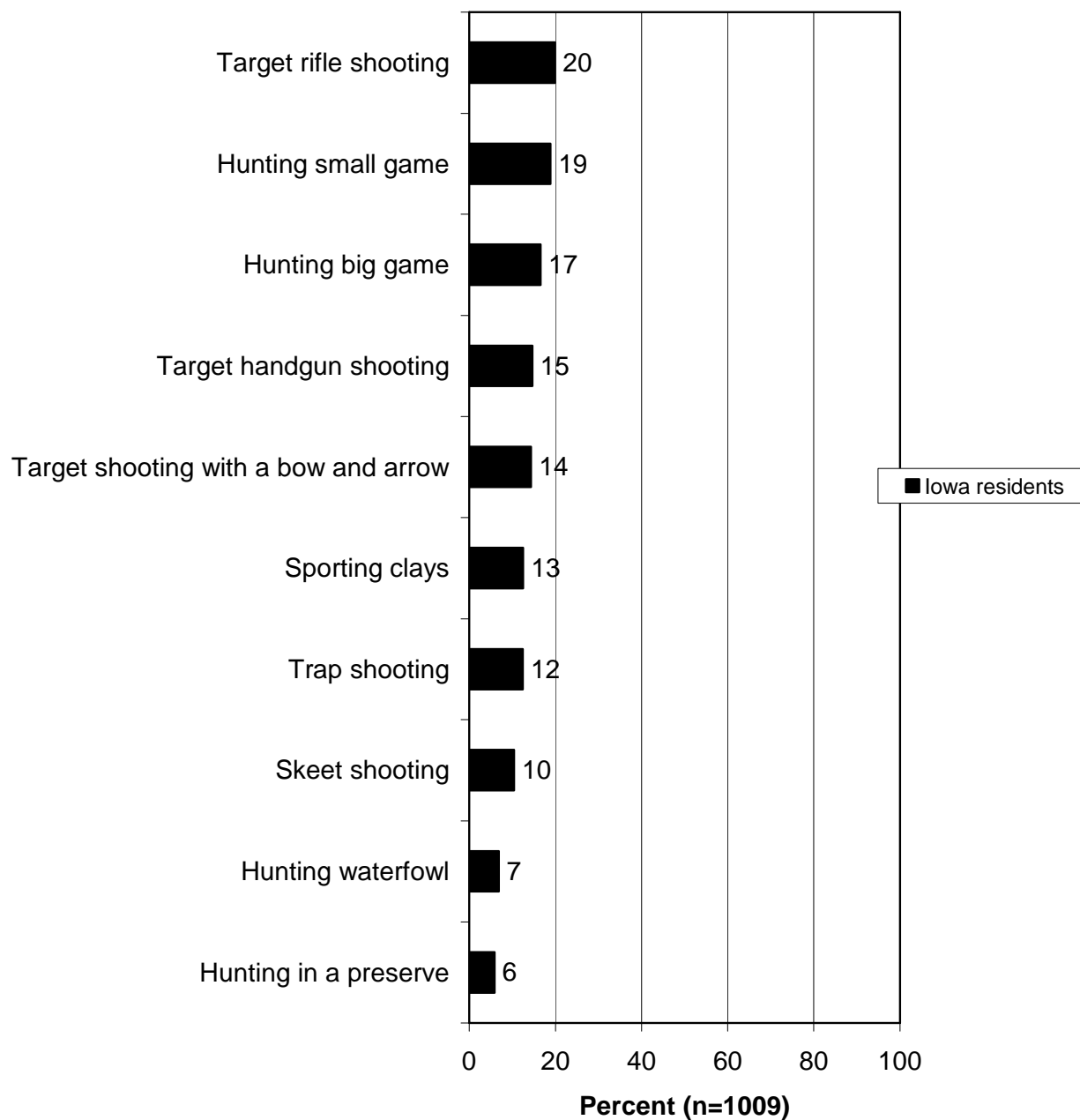
**Percent who participated in the following activities
in Iowa in the past 2 years or who are very
interested in participating in them in the next 2
years.
(Motorized Activities)**



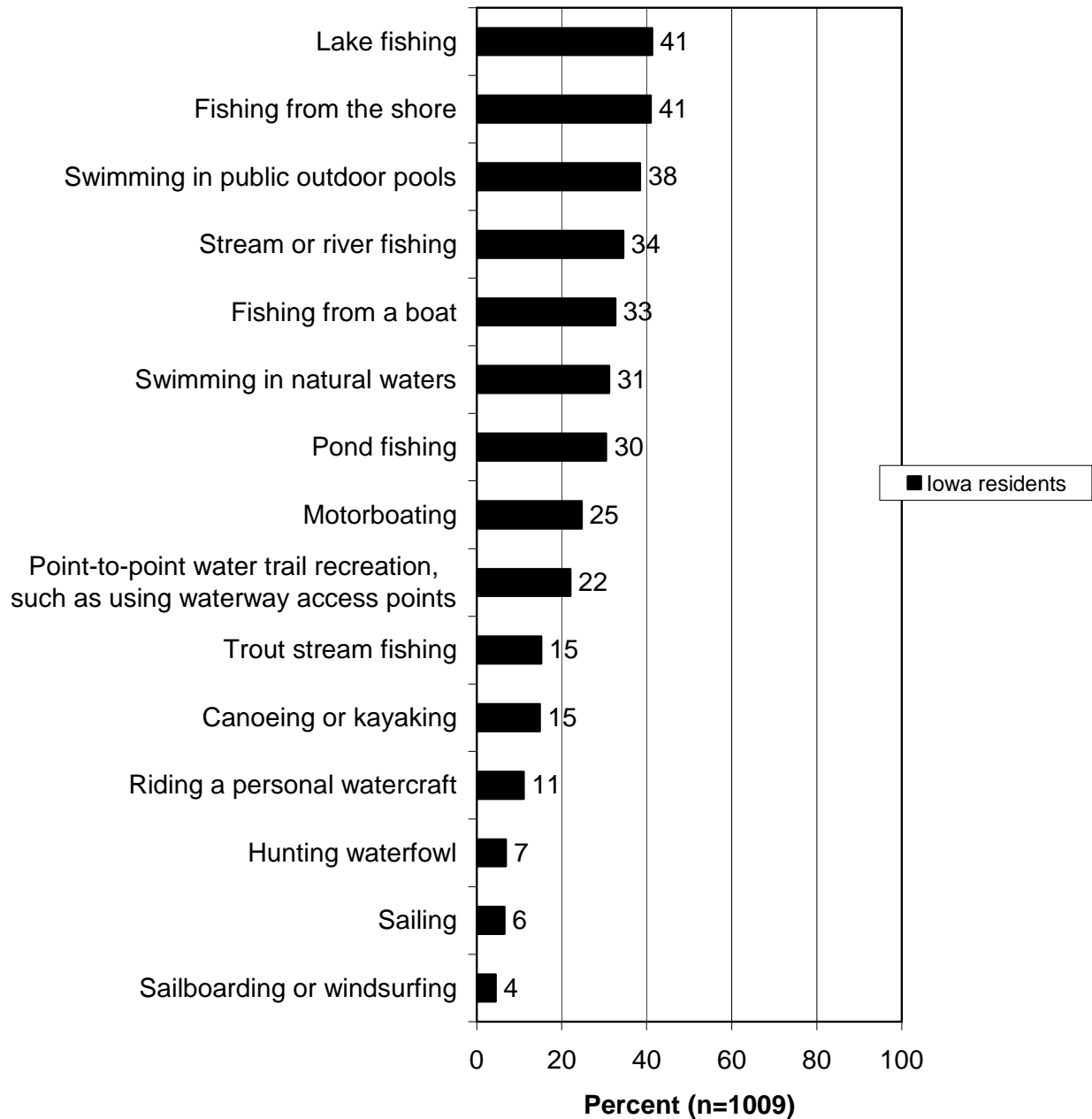
**Percent who participated in the following activities
in Iowa in the past 2 years or who are very
interested in participating in them in the next 2
years.
(Competitive Sports - Individual and Team Sports)**



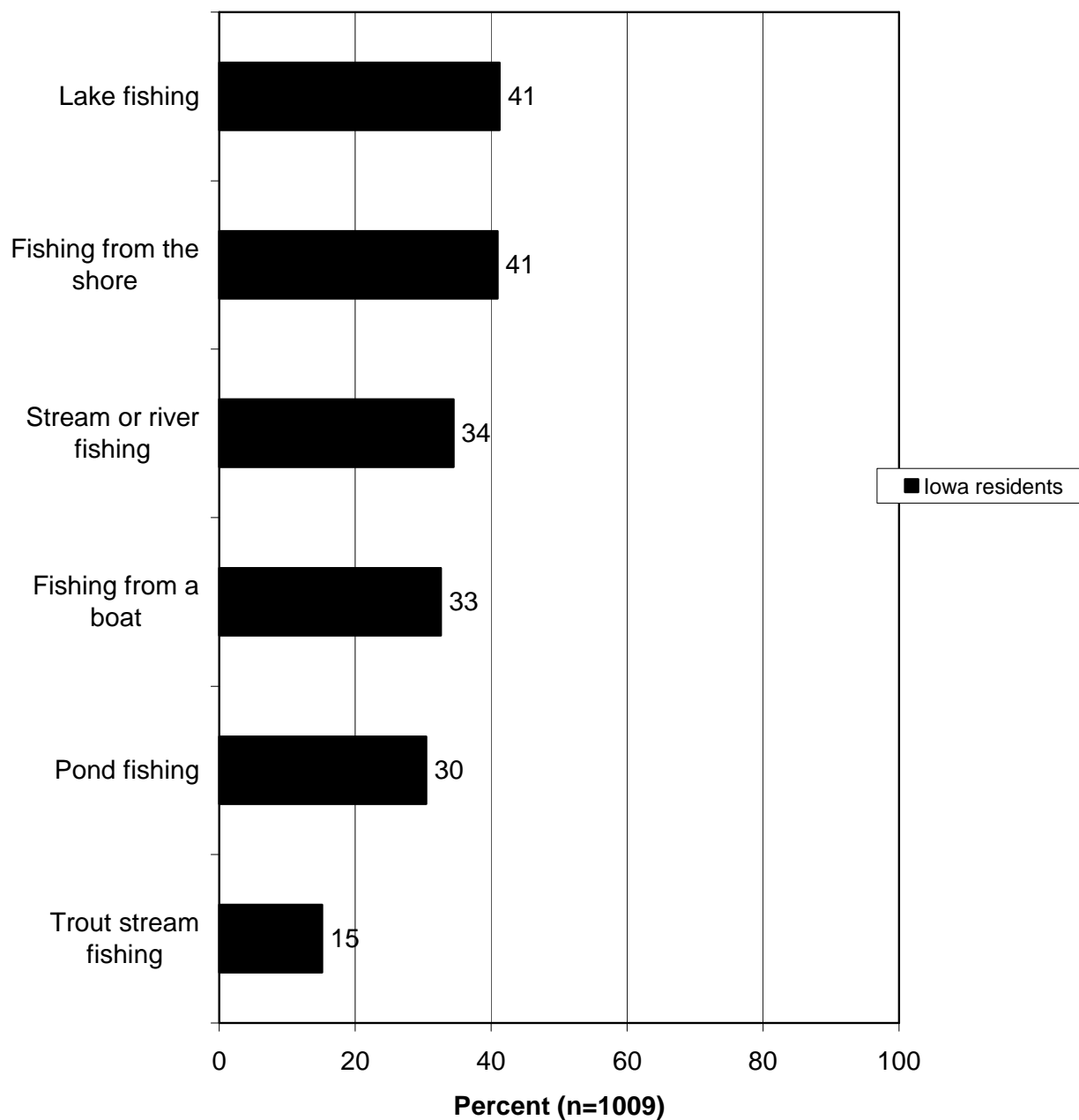
**Percent who participated in the following activities
in Iowa in the past 2 years or who are very
interested in participating in them in the next 2
years.
(Shooting Activities)**



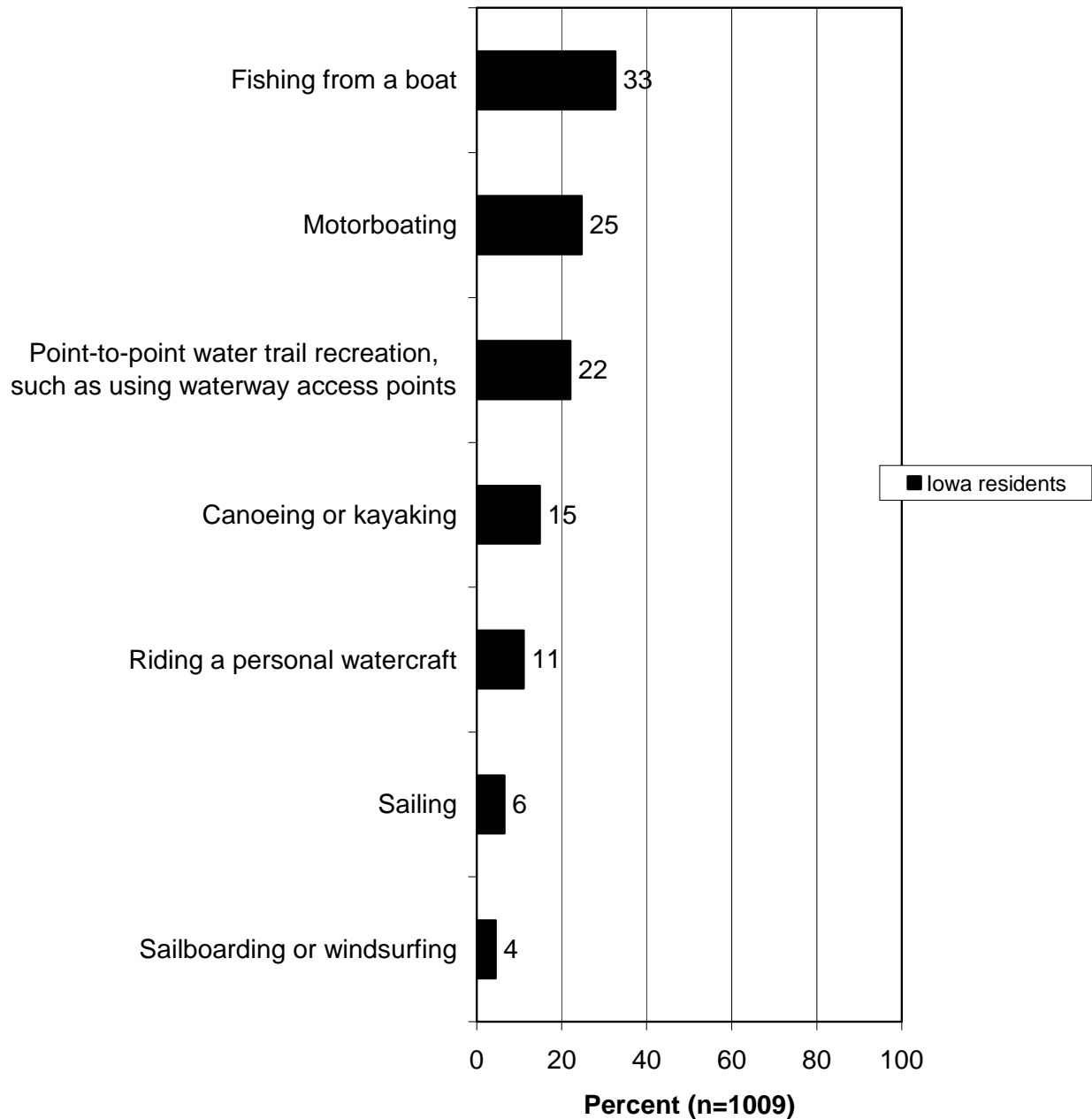
**Percent who participated in the following activities
in Iowa in the past 2 years or who are very
interested in participating in them in the next 2
years.
(Water-Related Activities)**



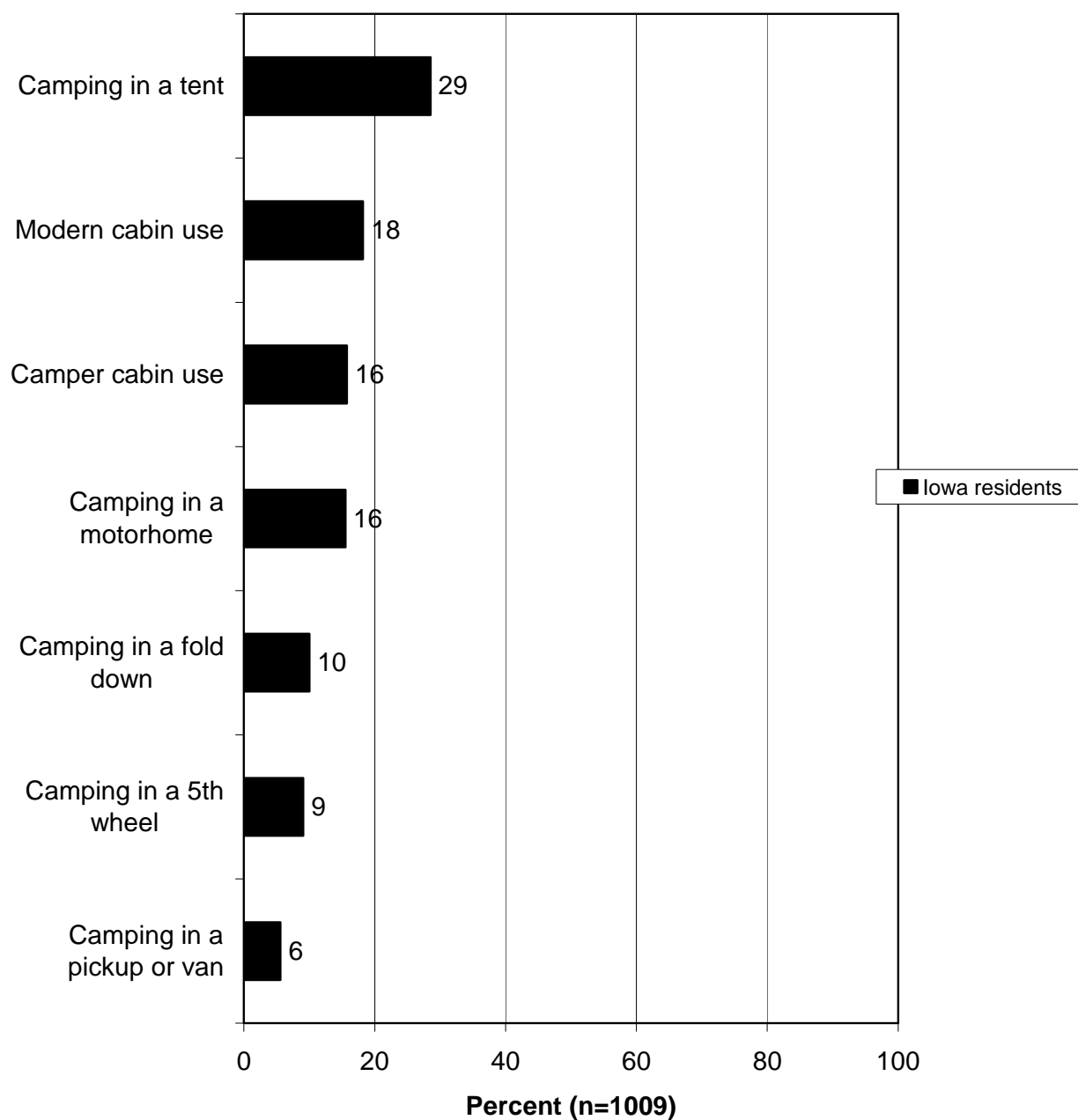
**Percent who participated in the following activities
in Iowa in the past 2 years or who are very
interested in participating in them in the next 2
years.
(Fishing)**



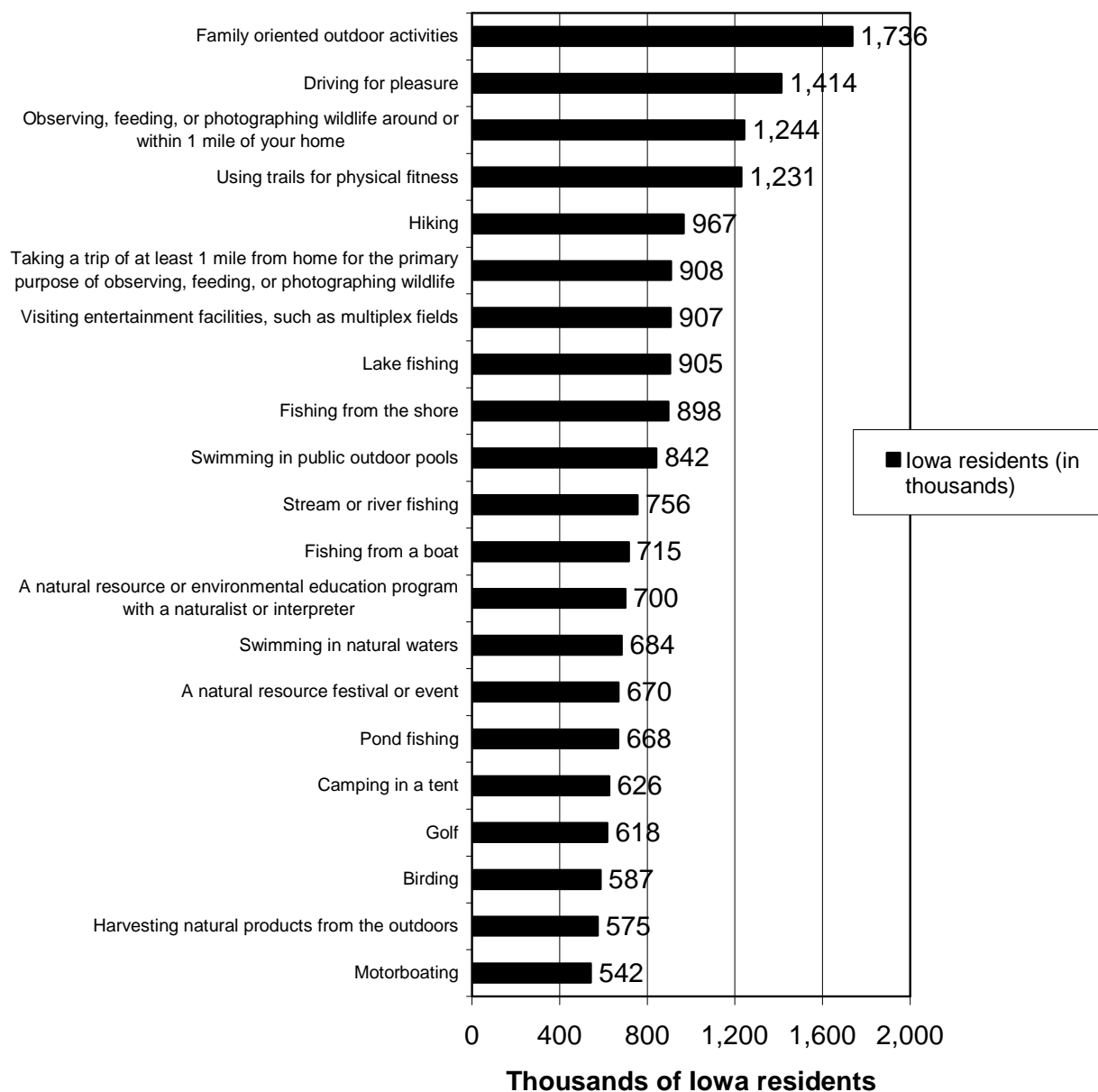
**Percent who participated in the following activities
in Iowa in the past 2 years or who are very
interested in participating in them in the next 2
years.
(Boating)**



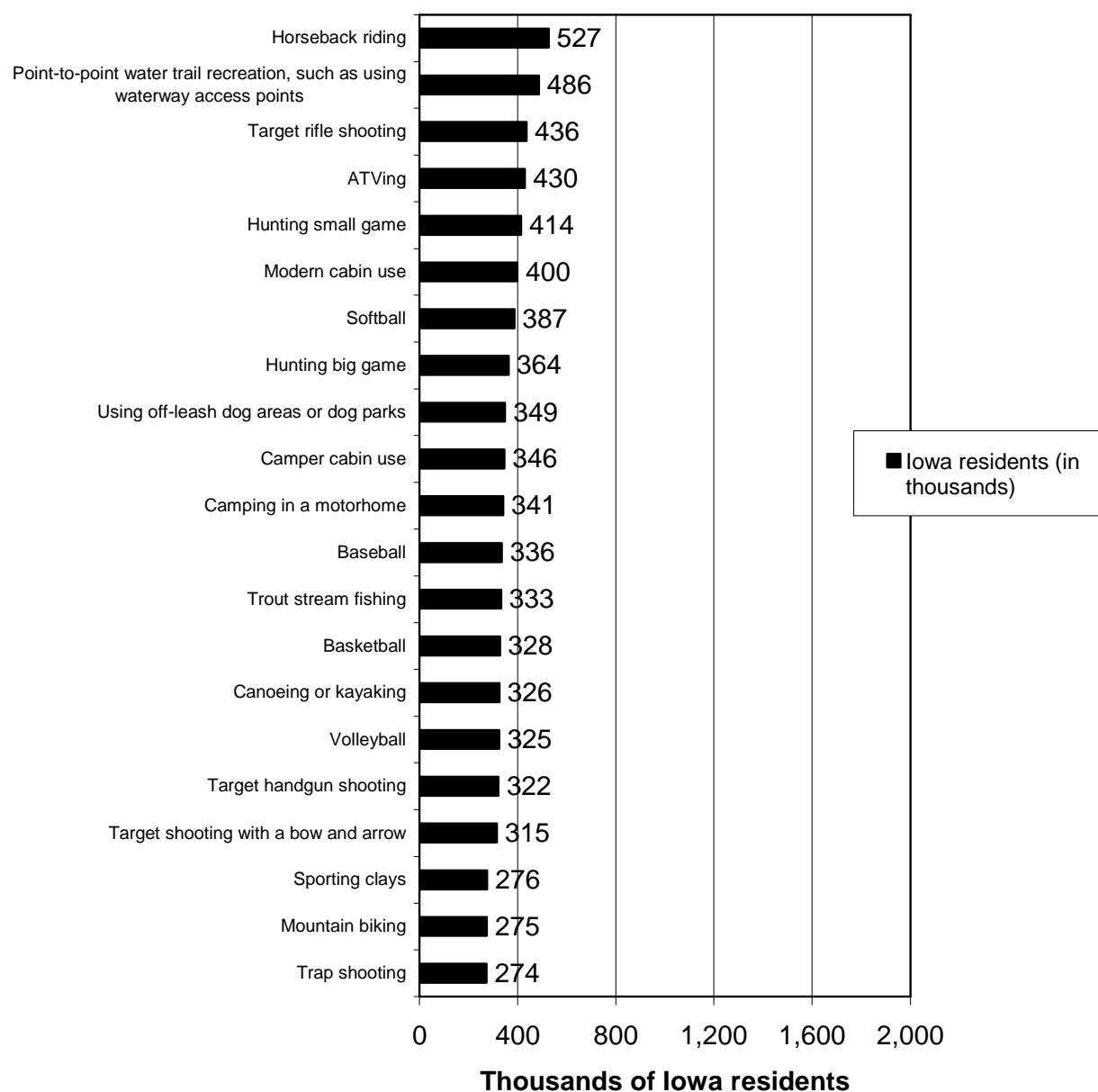
**Percent who participated in the following activities
in Iowa in the past 2 years or who are very
interested in participating in them in the next 2
years.
(Camping)**



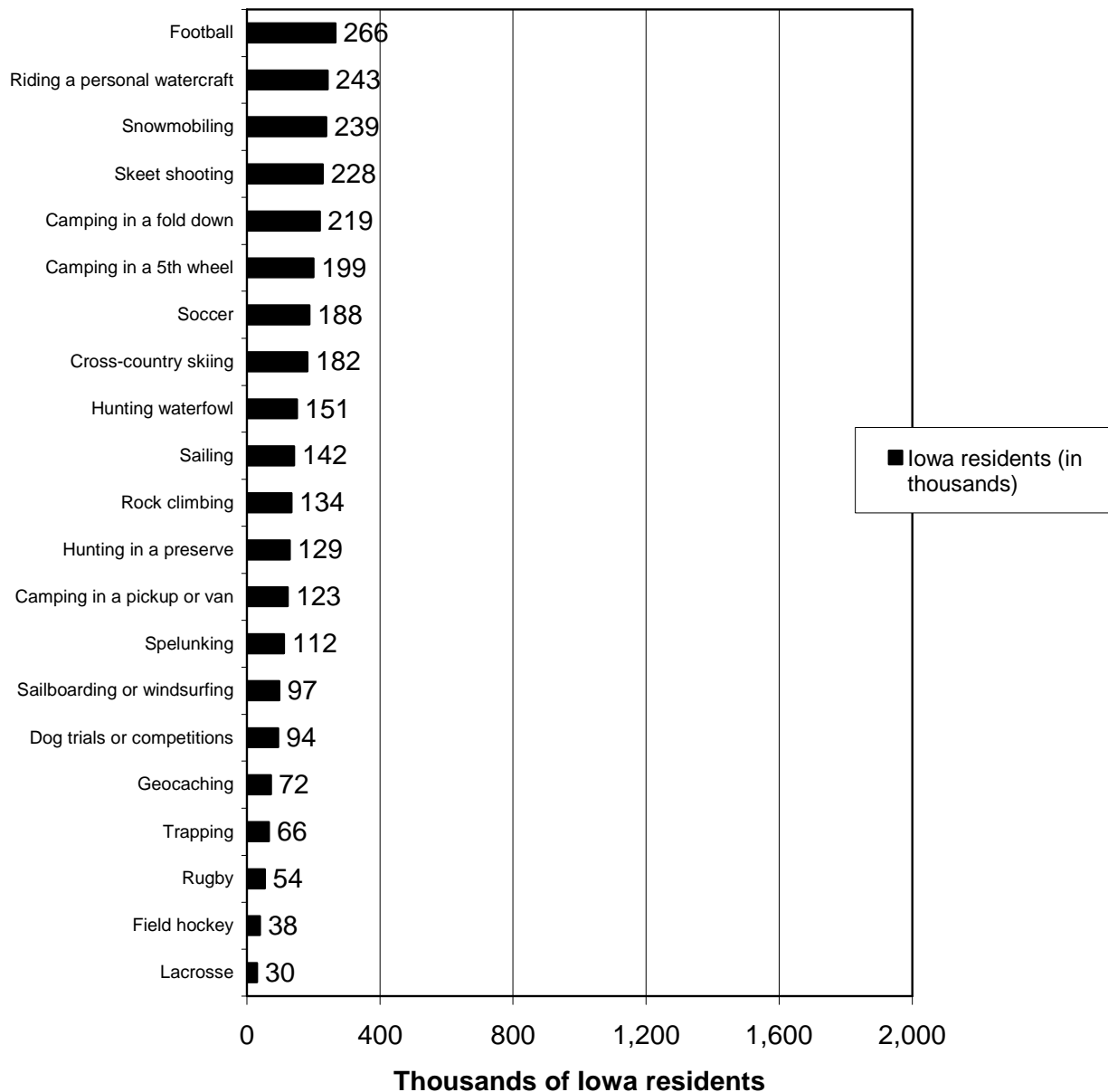
**Projected number of Iowa residents 18 or older, in thousands, who participated in the following activities in Iowa in the past 2 years or who are very interested in participating in them in the next 2 years.
(Part 1)**



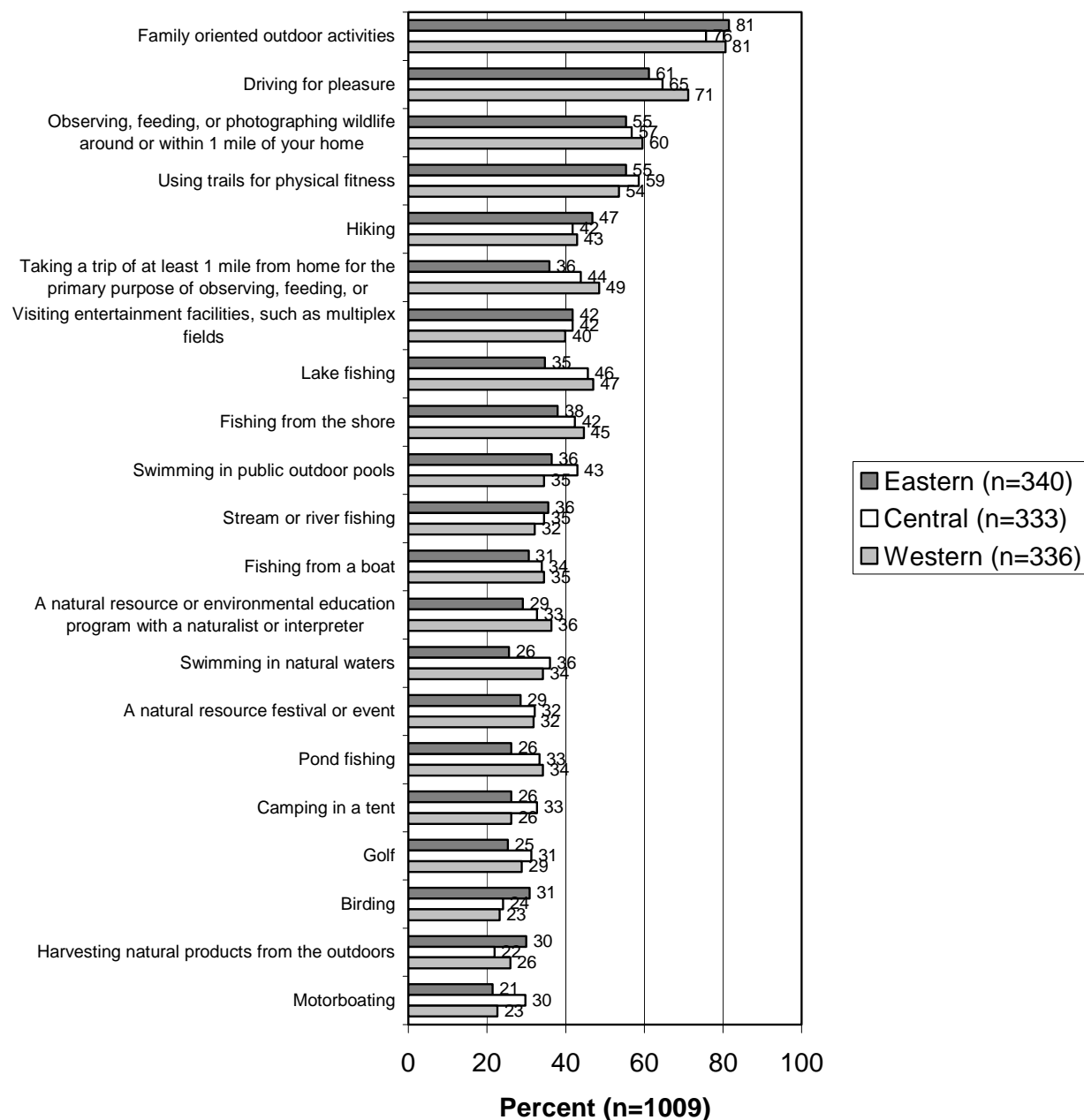
**Projected number of Iowa residents 18 or older, in thousands, who participated in the following activities in Iowa in the past 2 years or who are very interested in participating in them in the next 2 years.
(Part 2)**



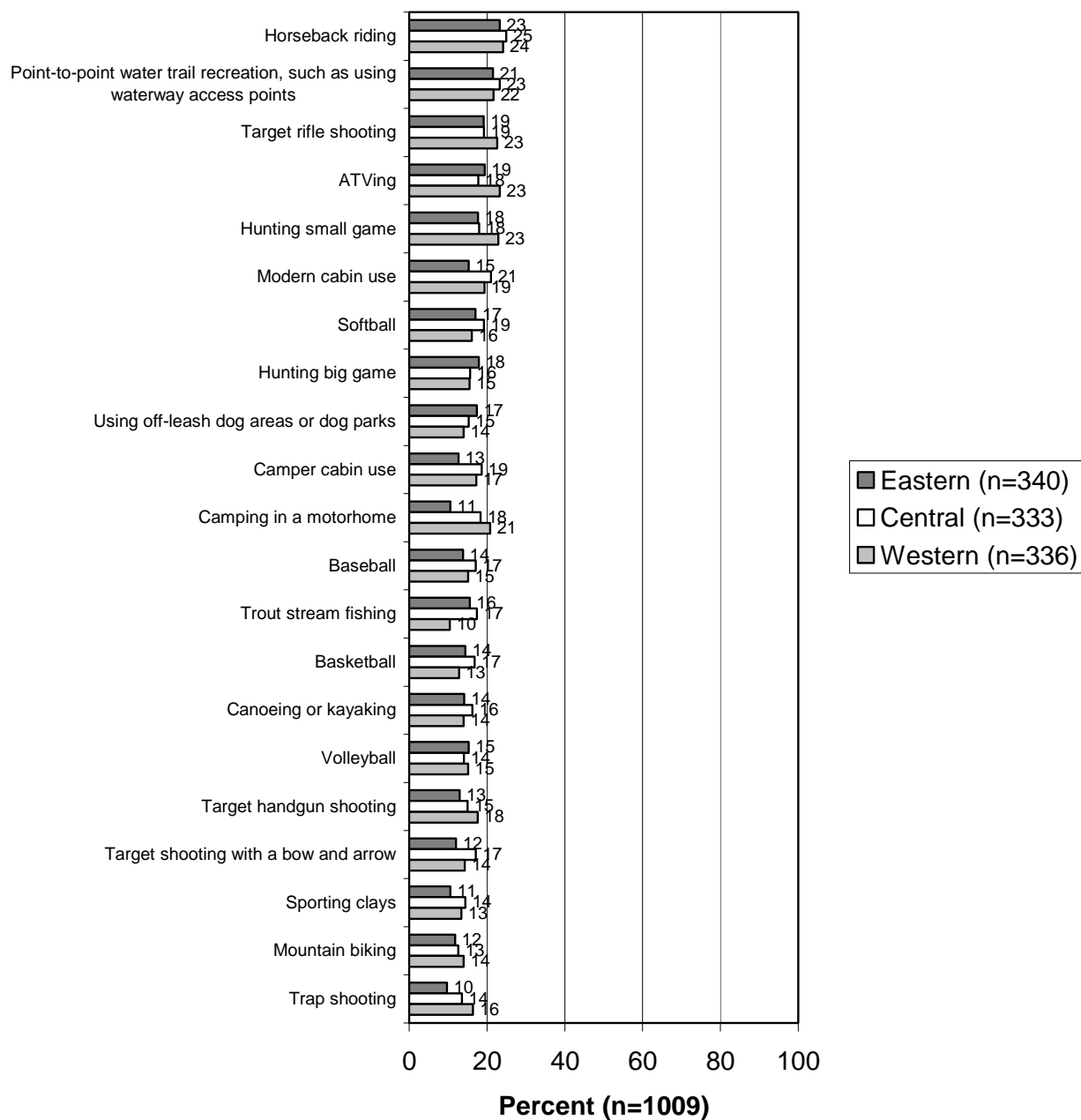
**Projected number of Iowa residents 18 or older, in thousands, who participated in the following activities in Iowa in the past 2 years or who are very interested in participating in them in the next 2 years.
(Part 3)**



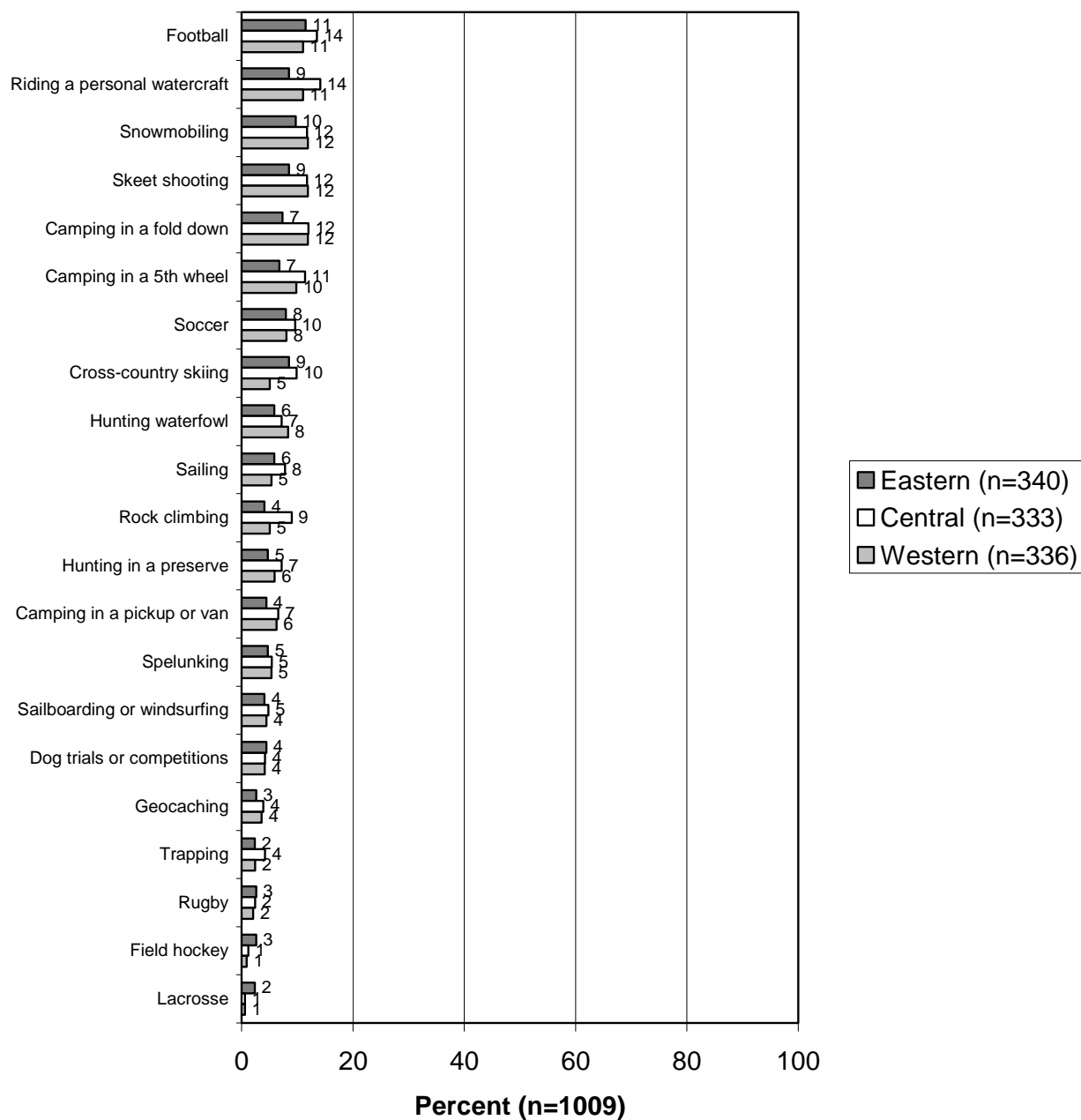
**Percent who participated in the following activities
in Iowa in the past 2 years or who are very
interested in participating in them in the next 2
years.
(Part 1)**



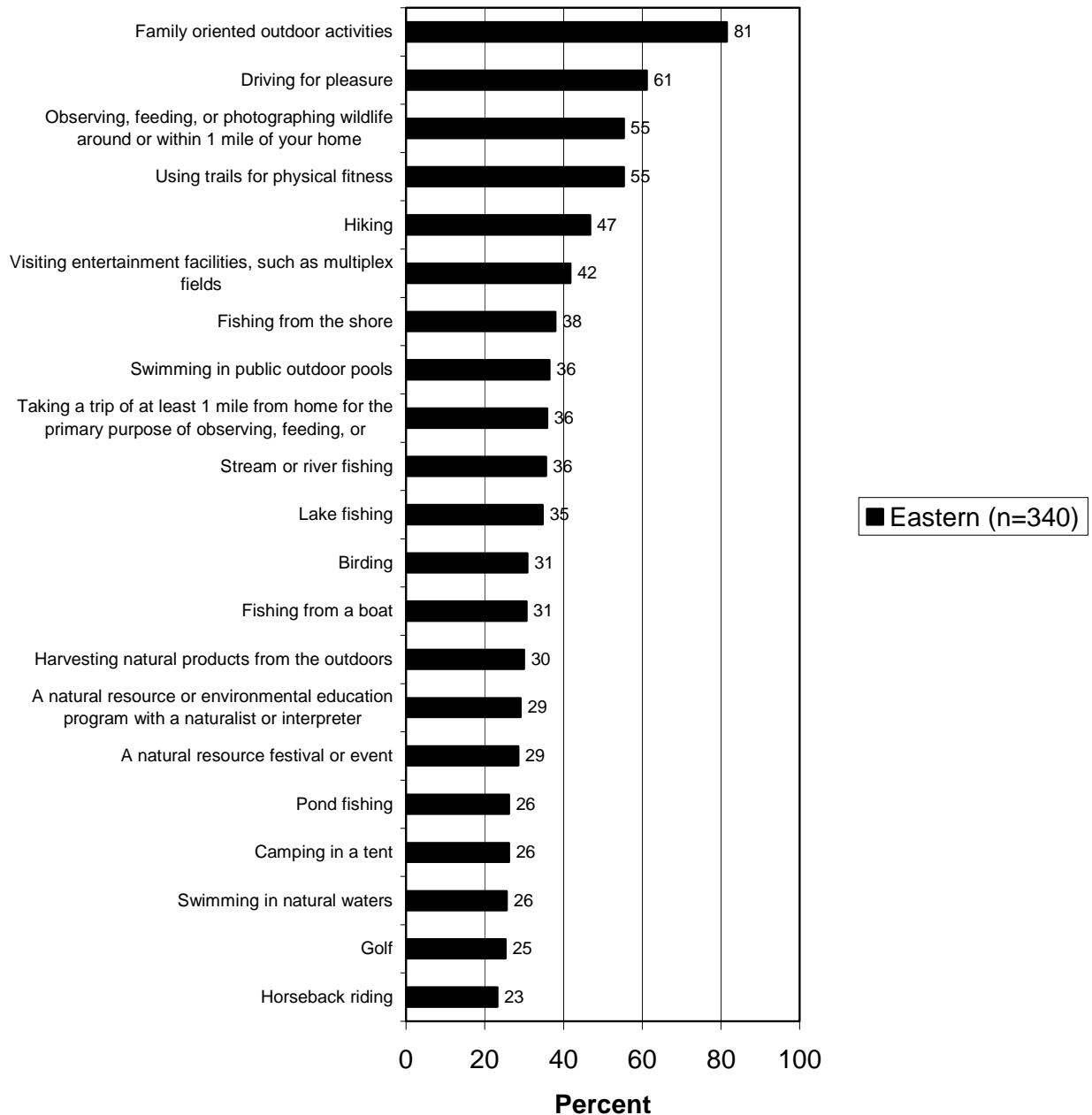
**Percent who participated in the following activities
in Iowa in the past 2 years or who are very
interested in participating in them in the next 2
years.
(Part 2)**



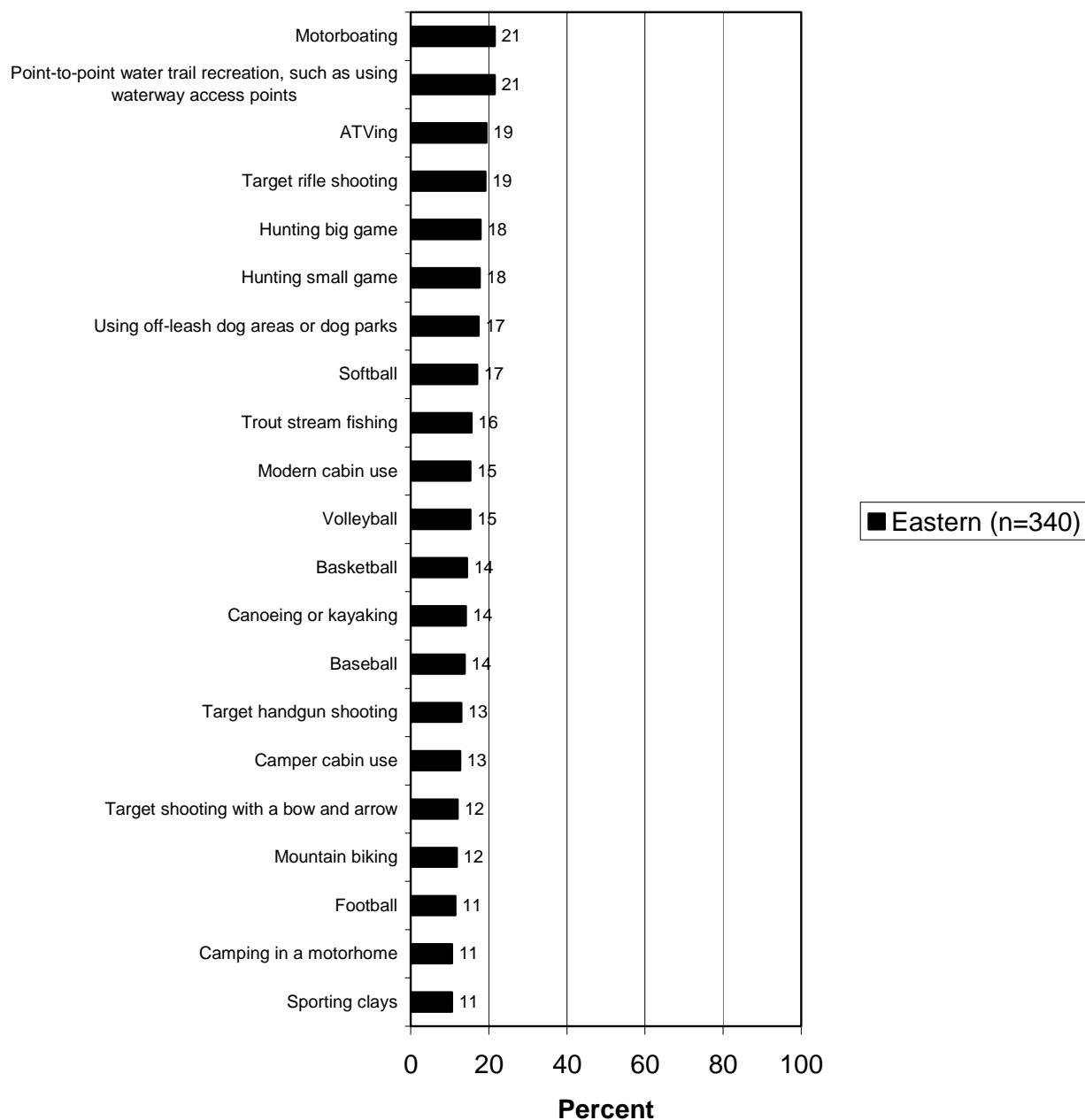
**Percent who participated in the following activities
in Iowa in the past 2 years or who are very
interested in participating in them in the next 2
years.
(Part 3)**



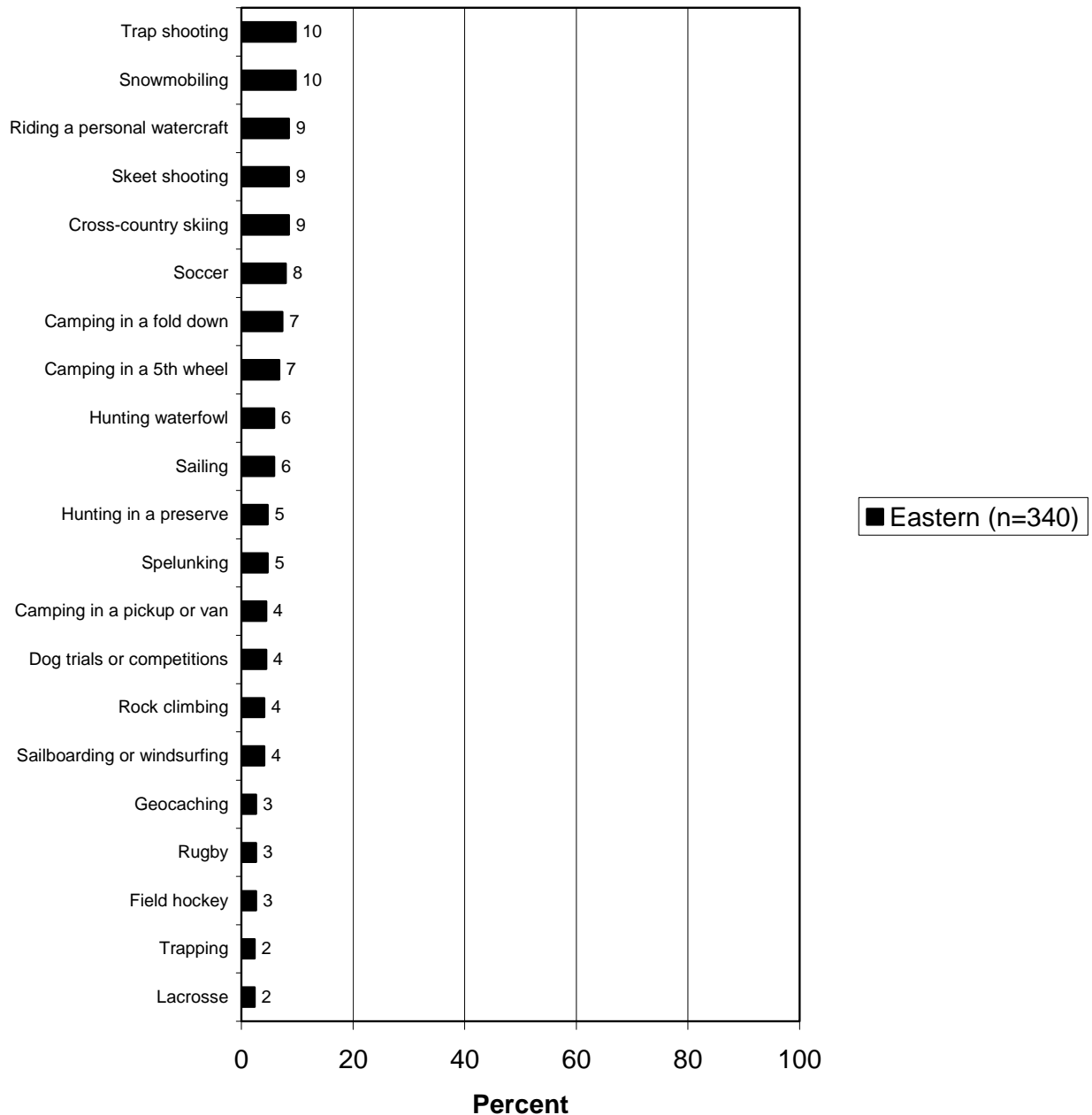
Percent of EAST respondents who participated in the following activities in Iowa in the past 2 years or who are very interested in participating in them in the next 2 years.
(Part 1)



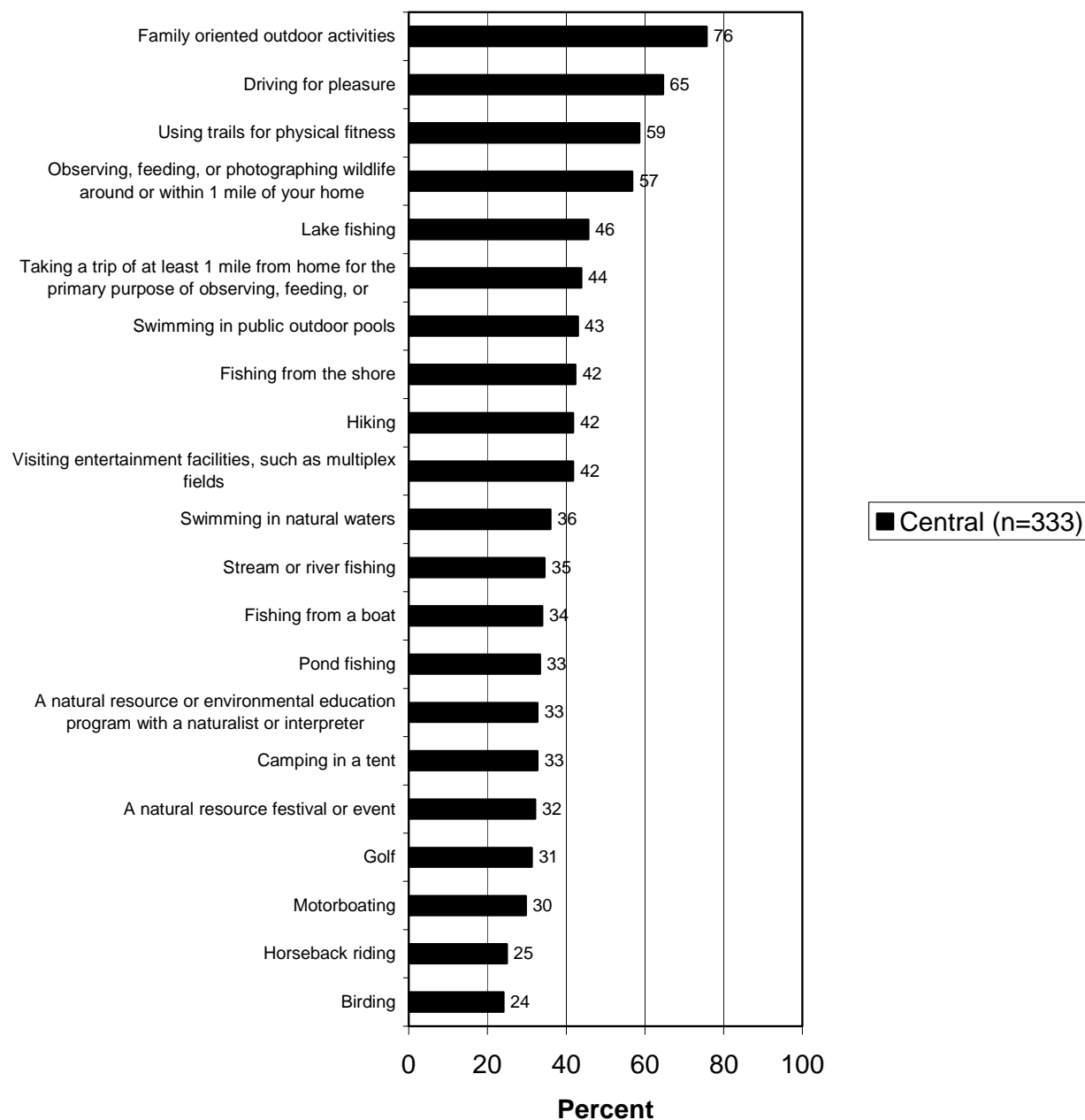
**Percent of EAST respondents who participated in the following activities in Iowa in the past 2 years or who are very interested in participating in them in the next 2 years.
(Part 2)**



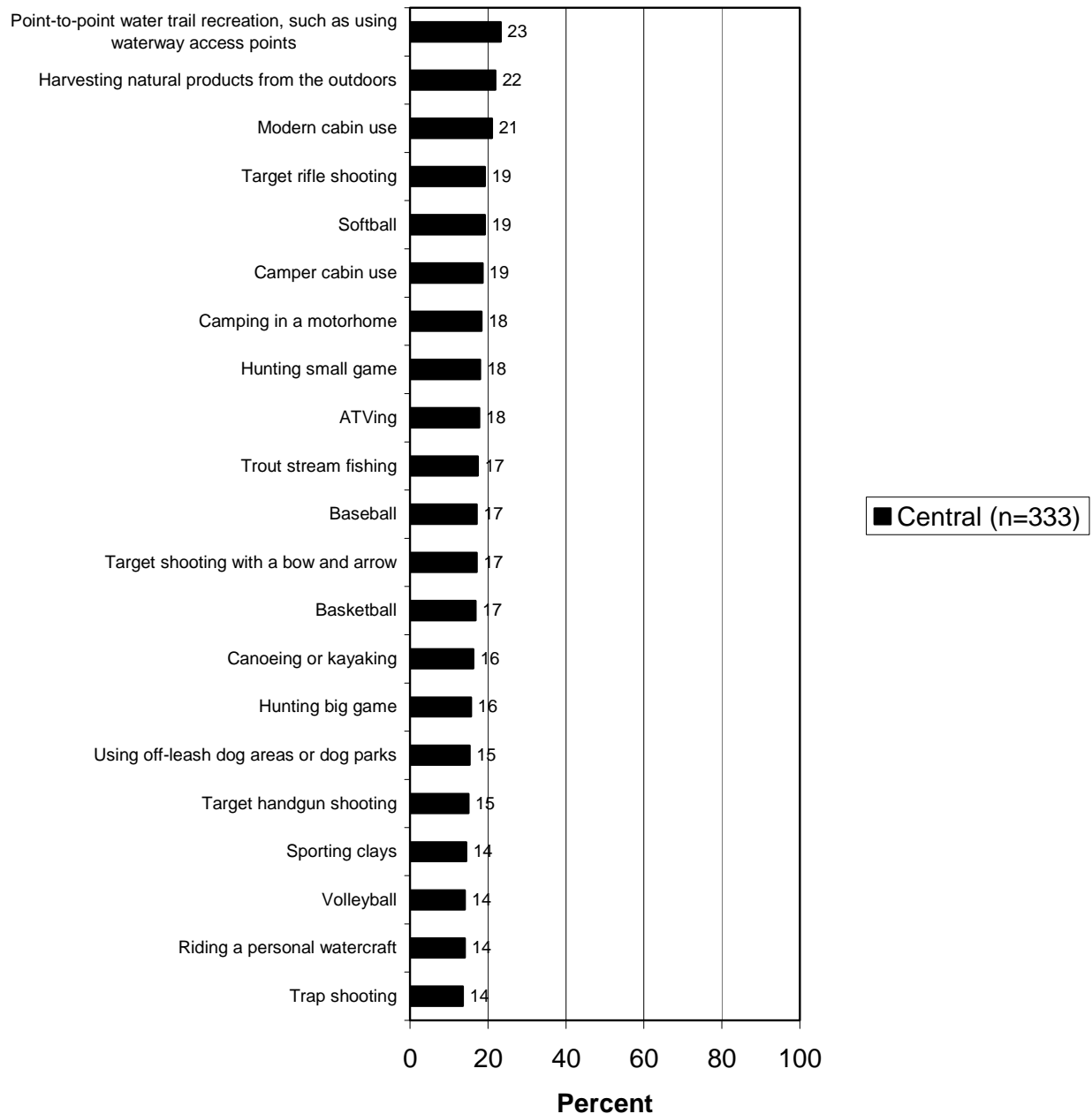
Percent of EAST respondents who participated in the following activities in Iowa in the past 2 years or who are very interested in participating in them in the next 2 years.
(Part 3)



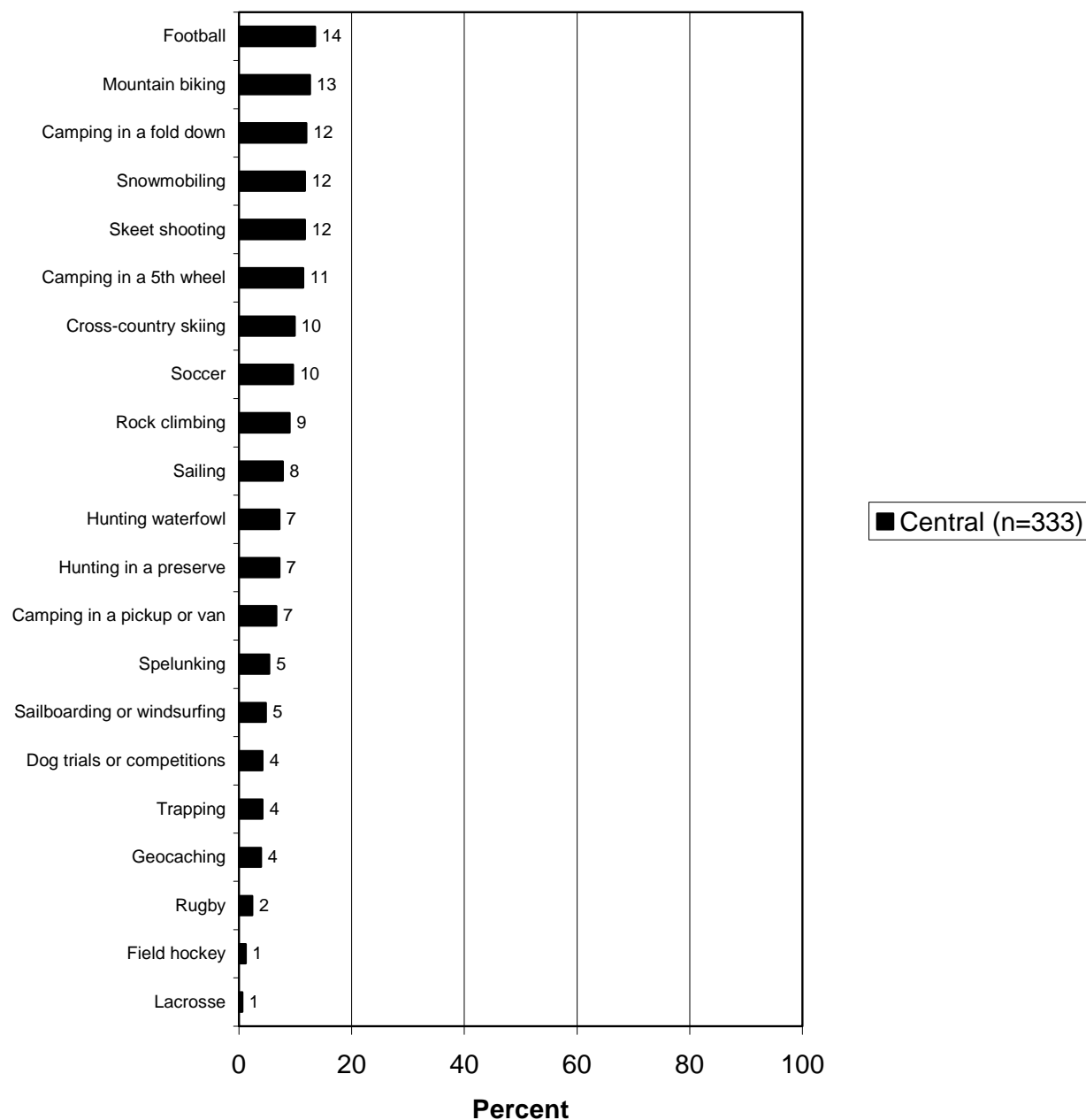
**Percent of CENTRAL respondents who participated
in the following activities in Iowa in the past 2
years or who are very interested in participating in
them in the next 2 years.
(Part 1)**



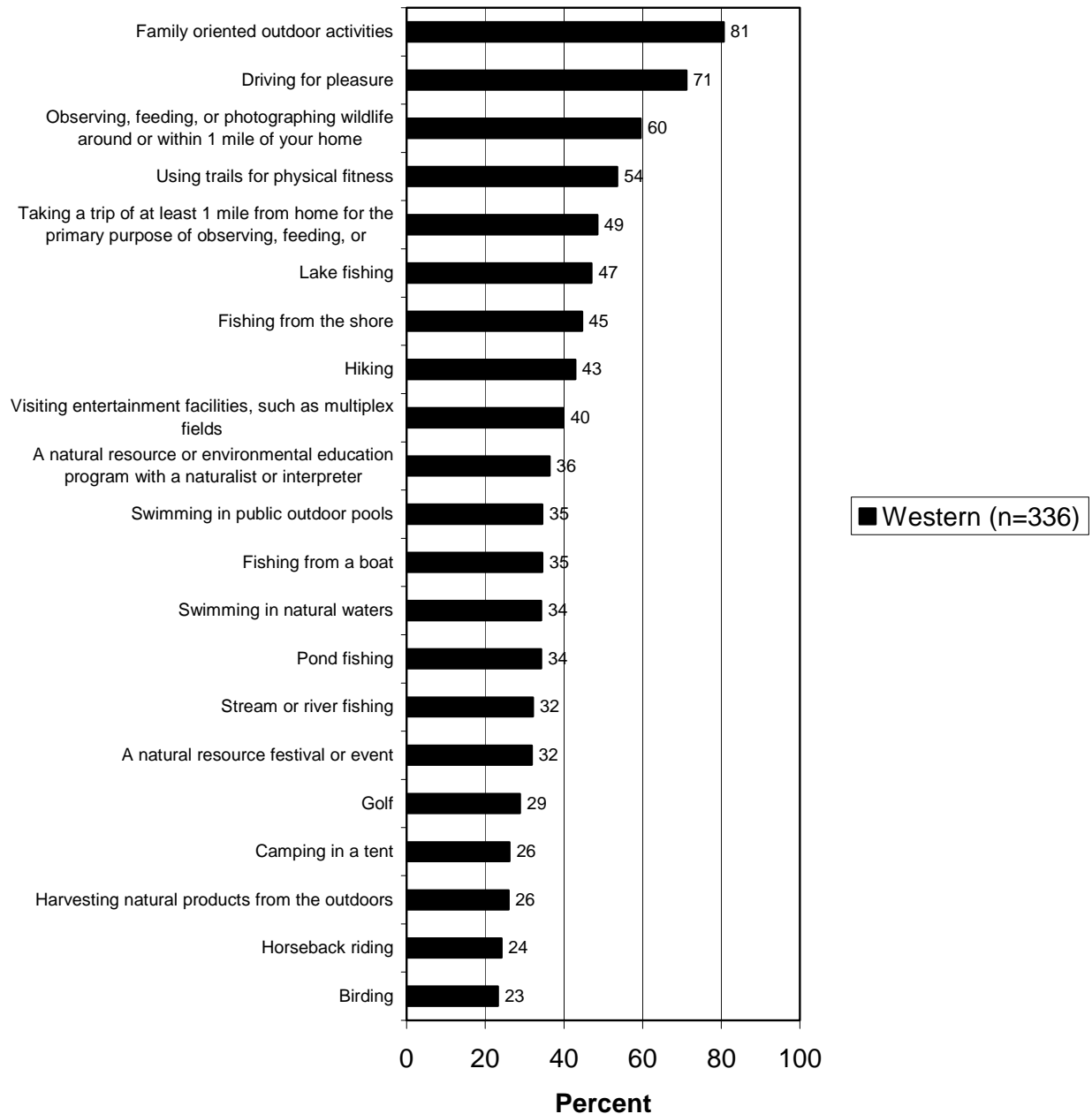
**Percent of CENTRAL respondents who participated
in the following activities in Iowa in the past 2
years or who are very interested in participating in
them in the next 2 years.
(Part 2)**



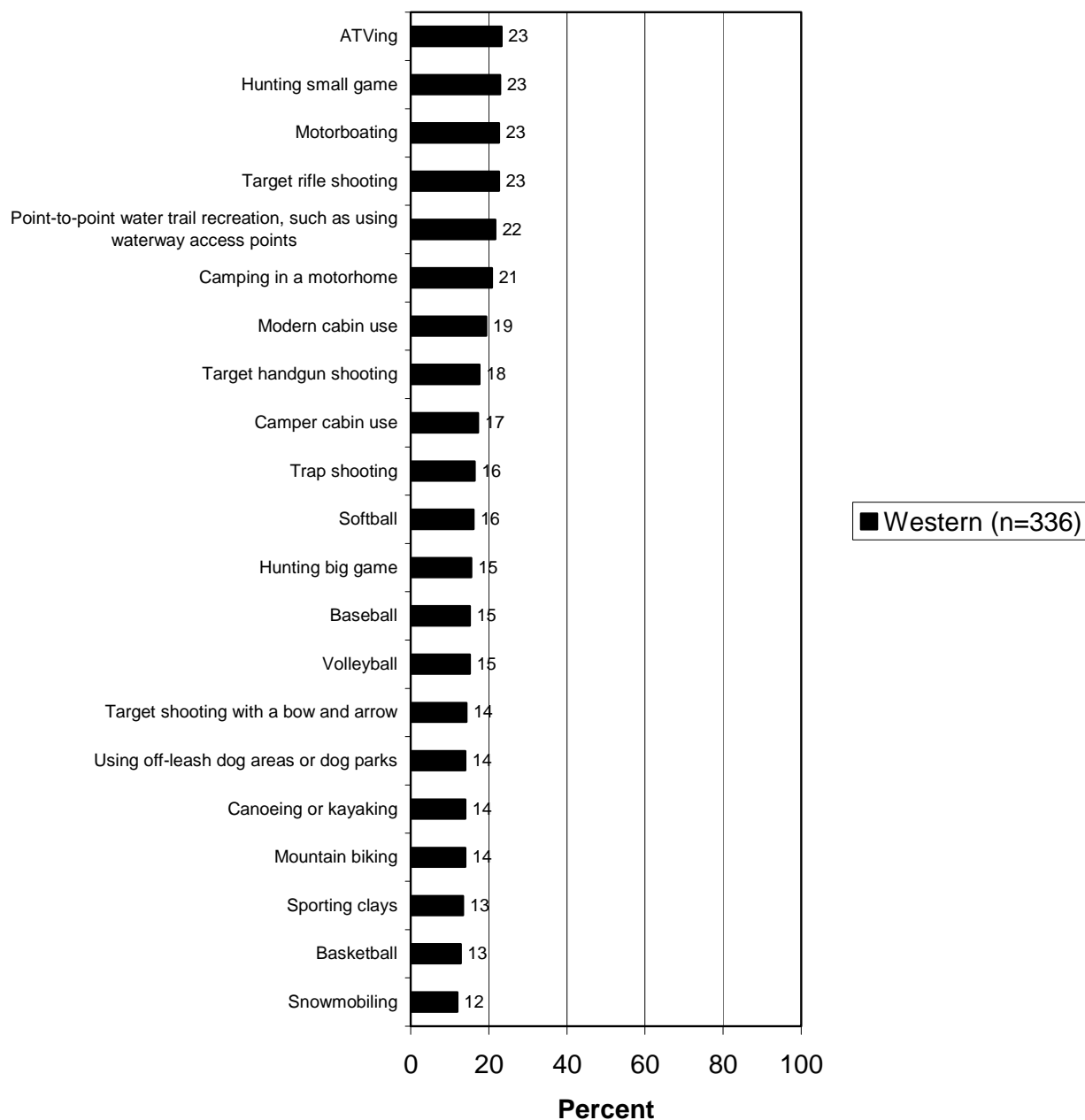
**Percent of CENTRAL respondents who participated
in the following activities in Iowa in the past 2
years or who are very interested in participating in
them in the next 2 years.
(Part 3)**



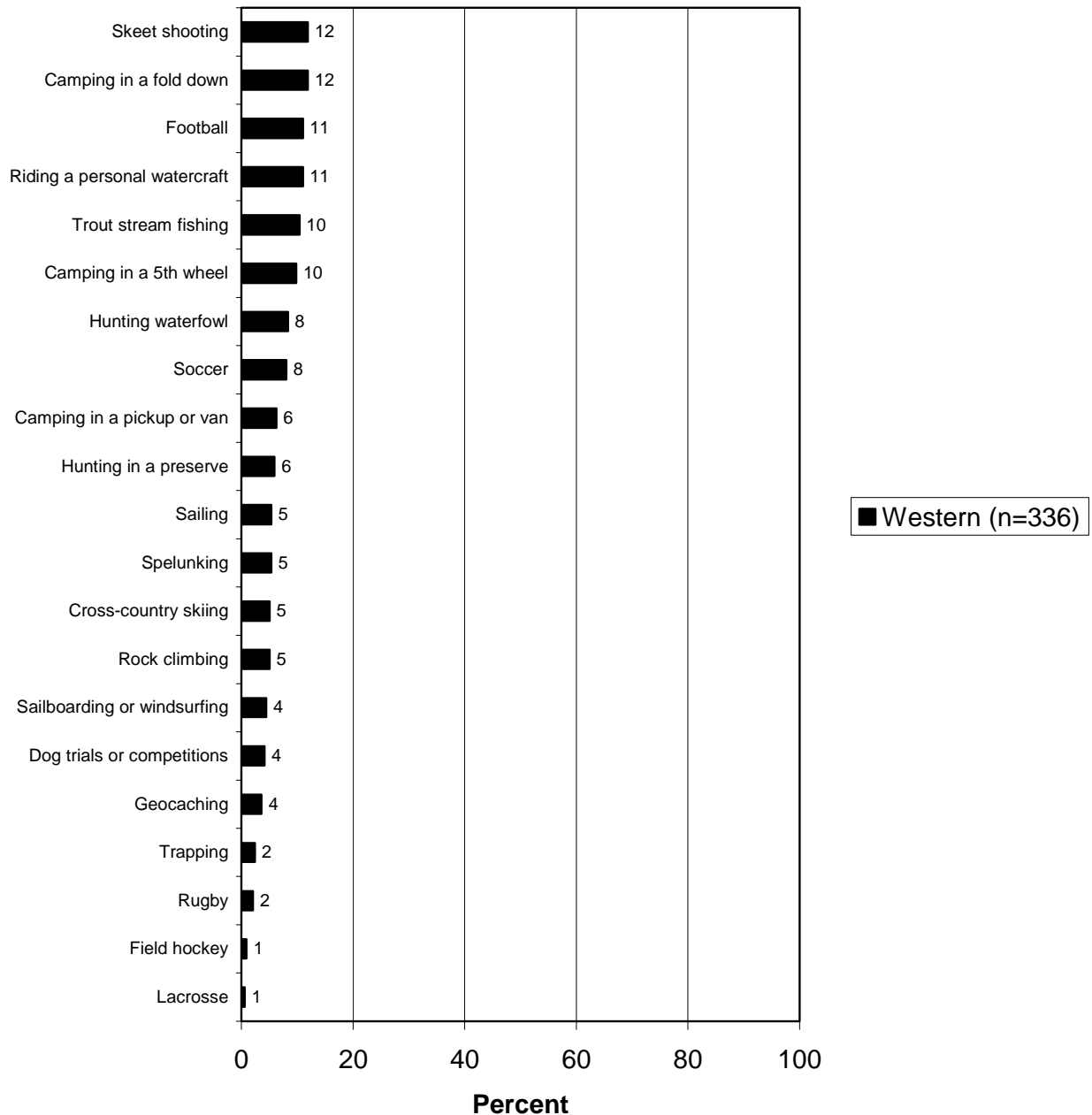
Percent of WEST respondents who participated in the following activities in Iowa in the past 2 years or who are very interested in participating in them in the next 2 years.
(Part 1)



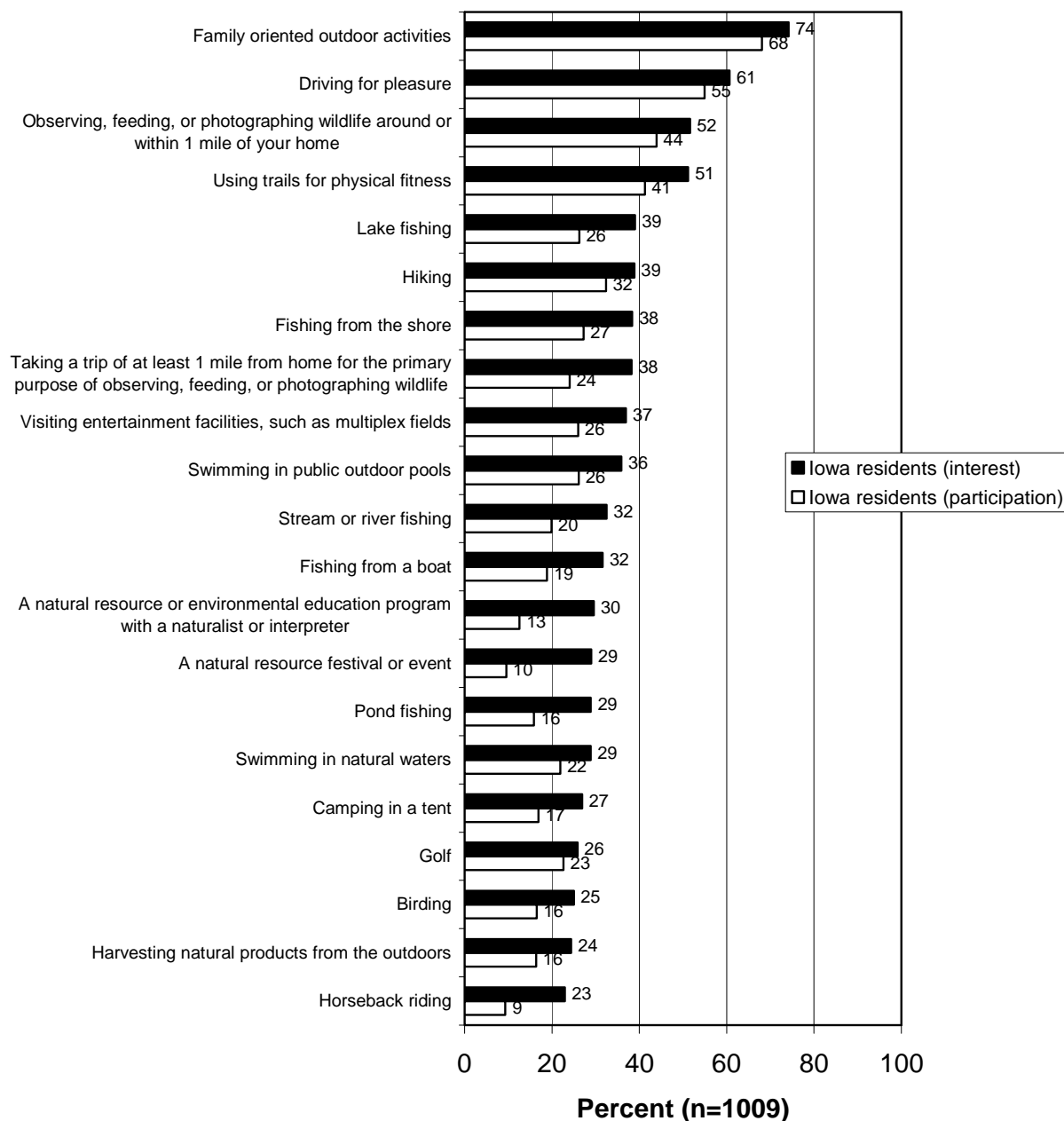
**Percent of WEST respondents who participated in the following activities in Iowa in the past 2 years or who are very interested in participating in them in the next 2 years.
(Part 2)**



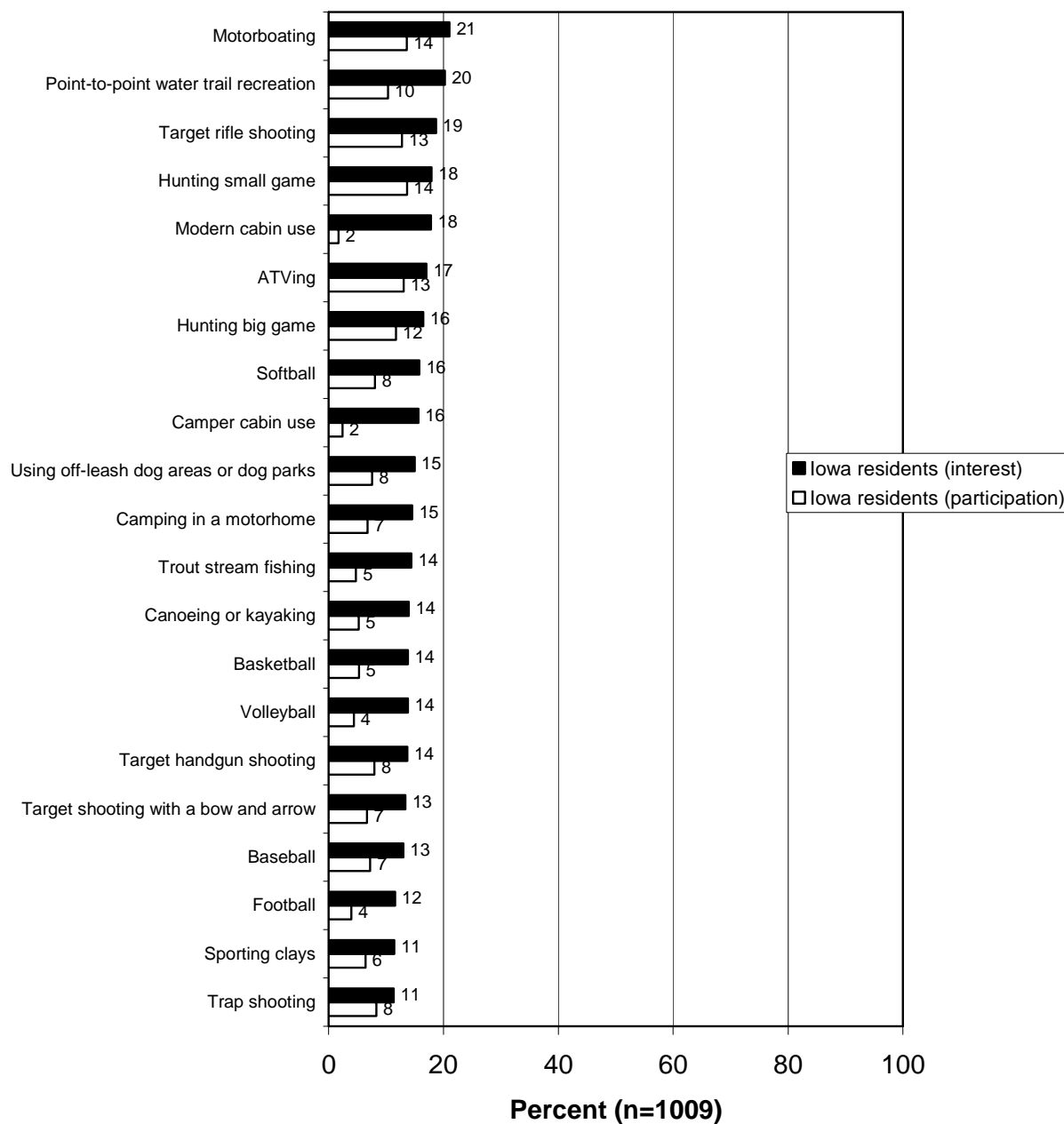
Percent of WEST respondents who participated in the following activities in Iowa in the past 2 years or who are very interested in participating in them in the next 2 years.
(Part 3)



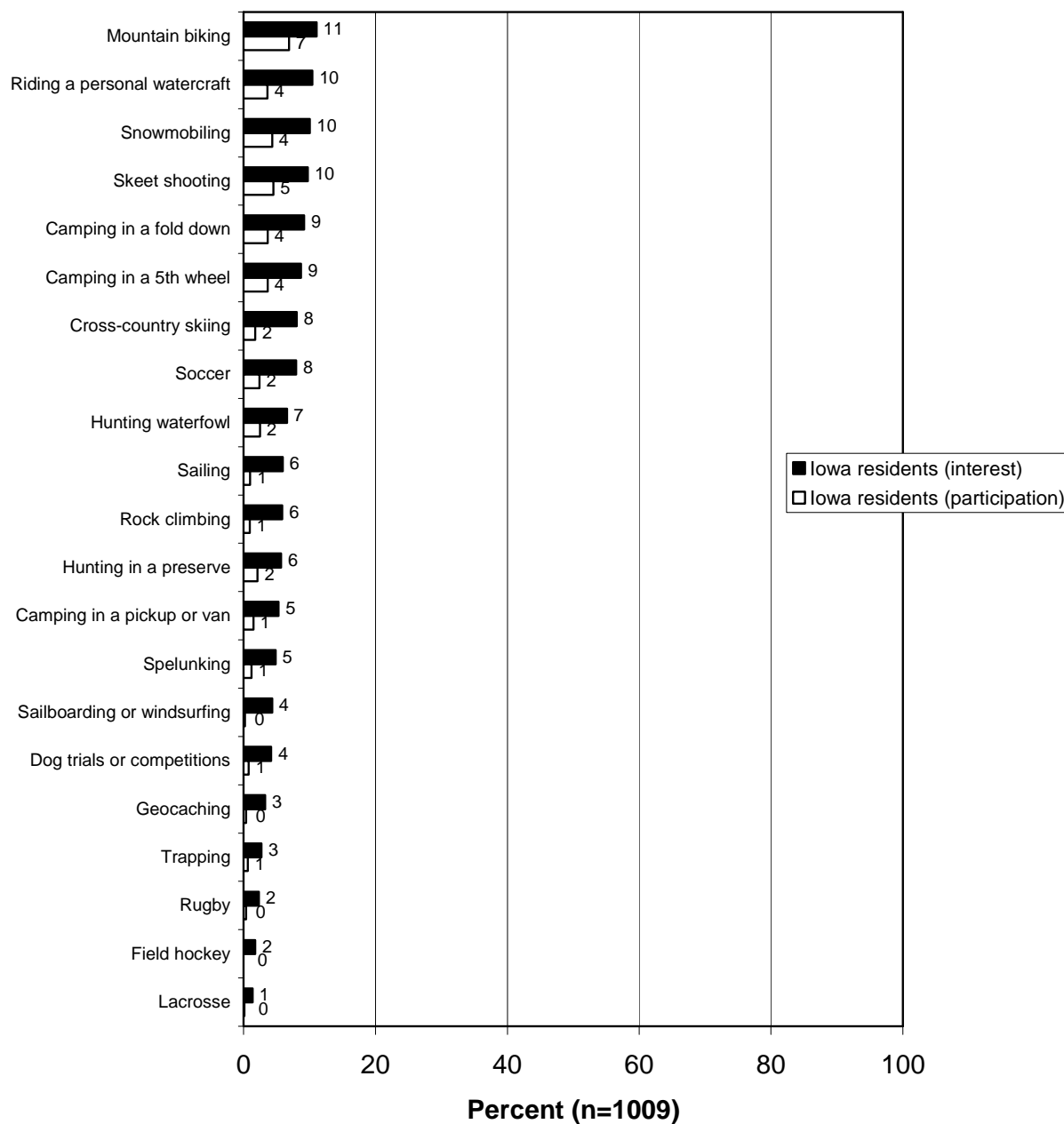
**Percent who are very interested in participating in
the following activities in the next 2 years
compared to percent who have participated in the
following activities in Iowa in the past 2 years.
(Part 1)**



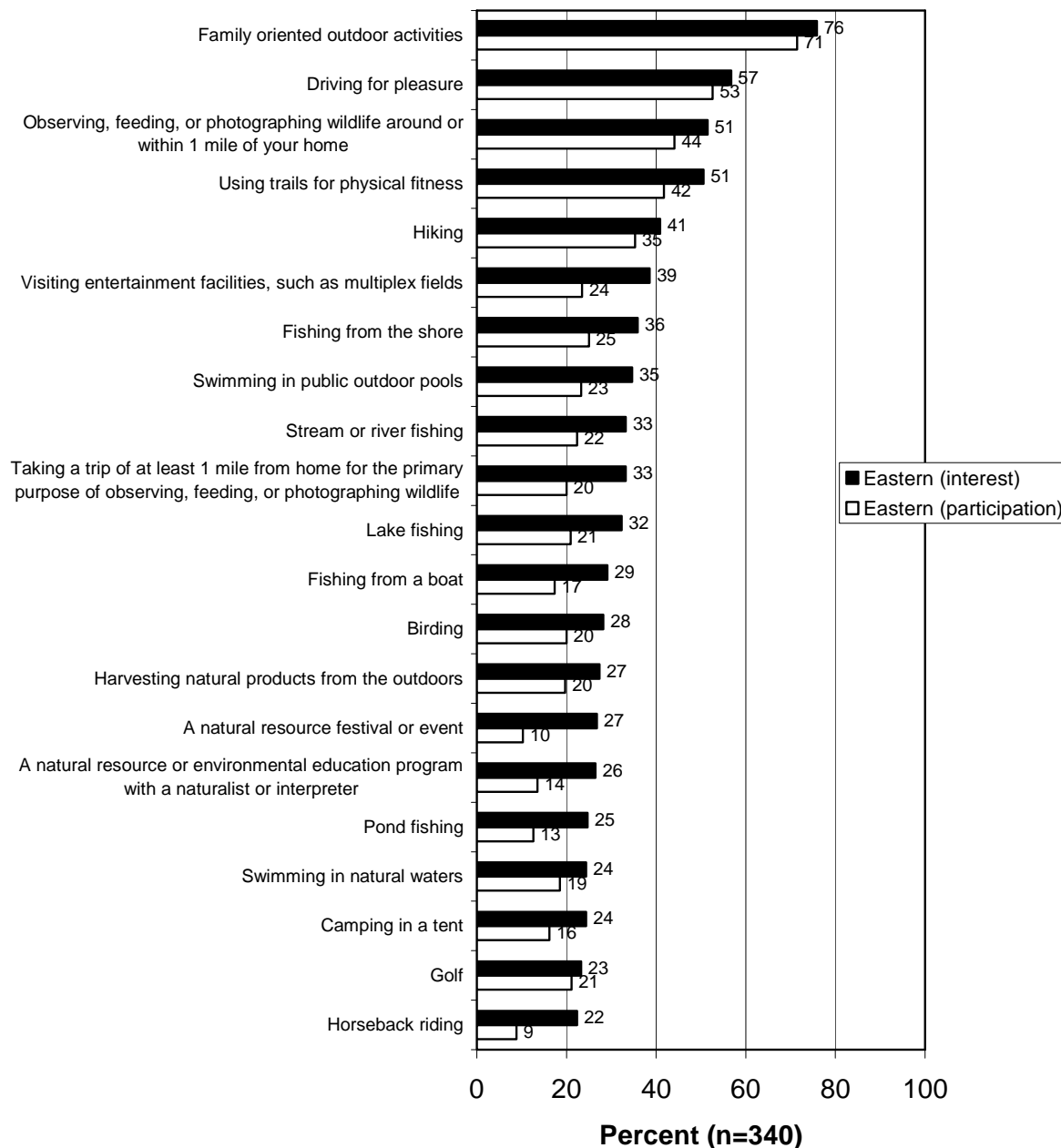
**Percent who are very interested in participating in
the following activities in the next 2 years
compared to percent who have participated in the
following activities in Iowa in the past 2 years.
(Part 2)**



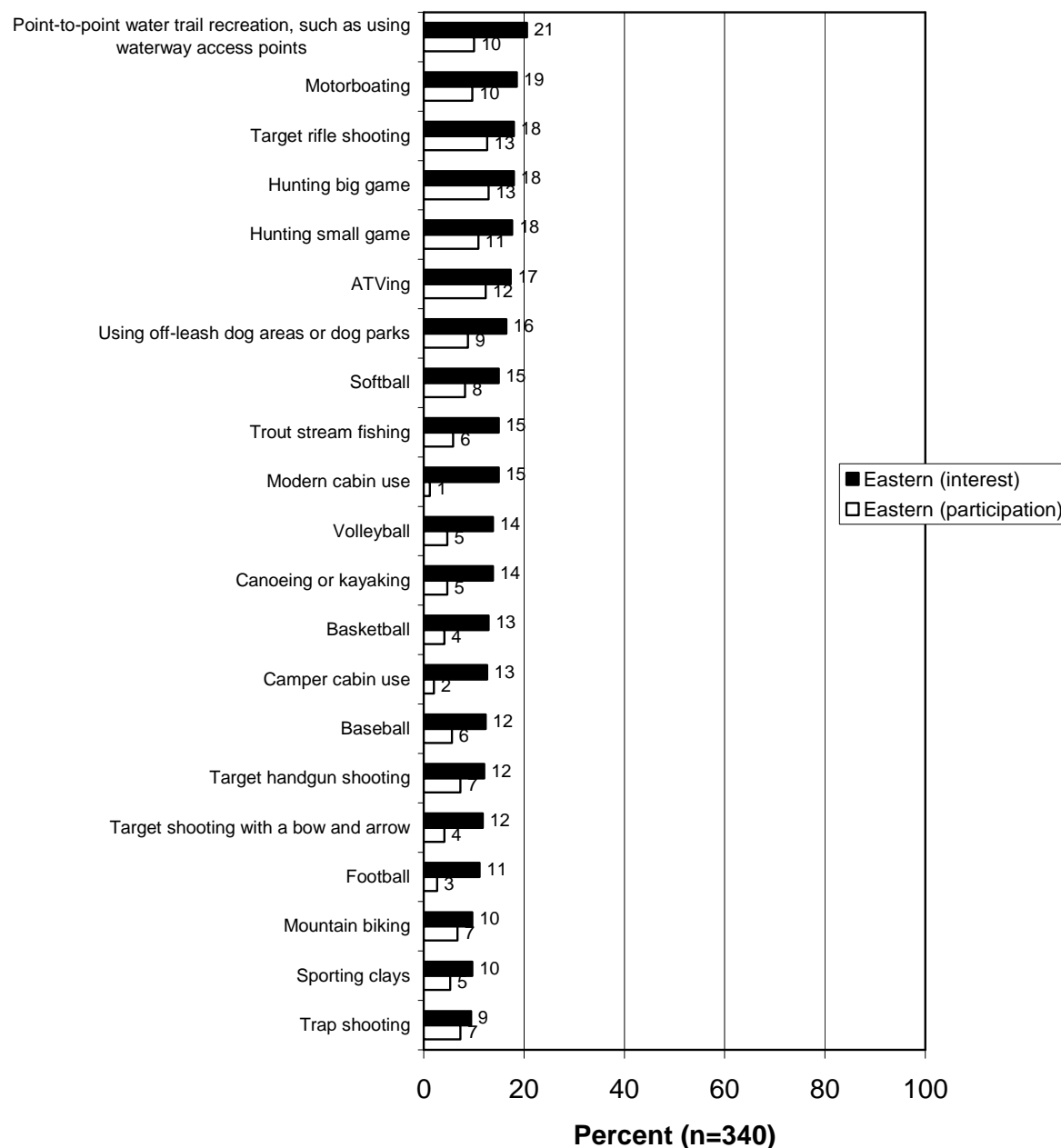
**Percent who are very interested in participating in
the following activities in the next 2 years
compared to percent who have participated in the
following activities in Iowa in the past 2 years.
(Part 3)**



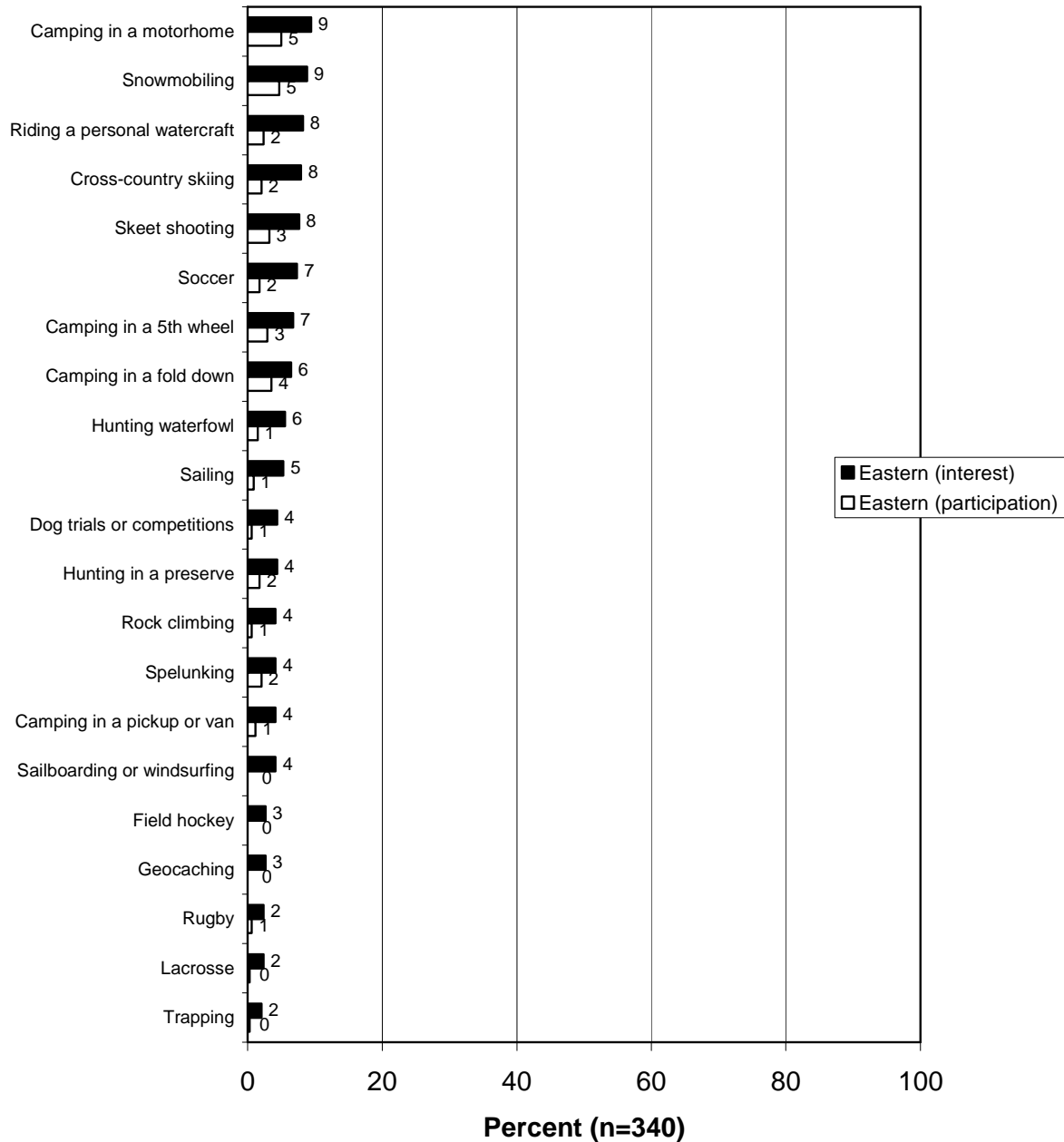
**Percent of EAST REGION who are very interested
in participating in the following activities in the
next 2 years compared to percent who have
participated in the following activities in Iowa in the
past 2 years. (Part 1)**



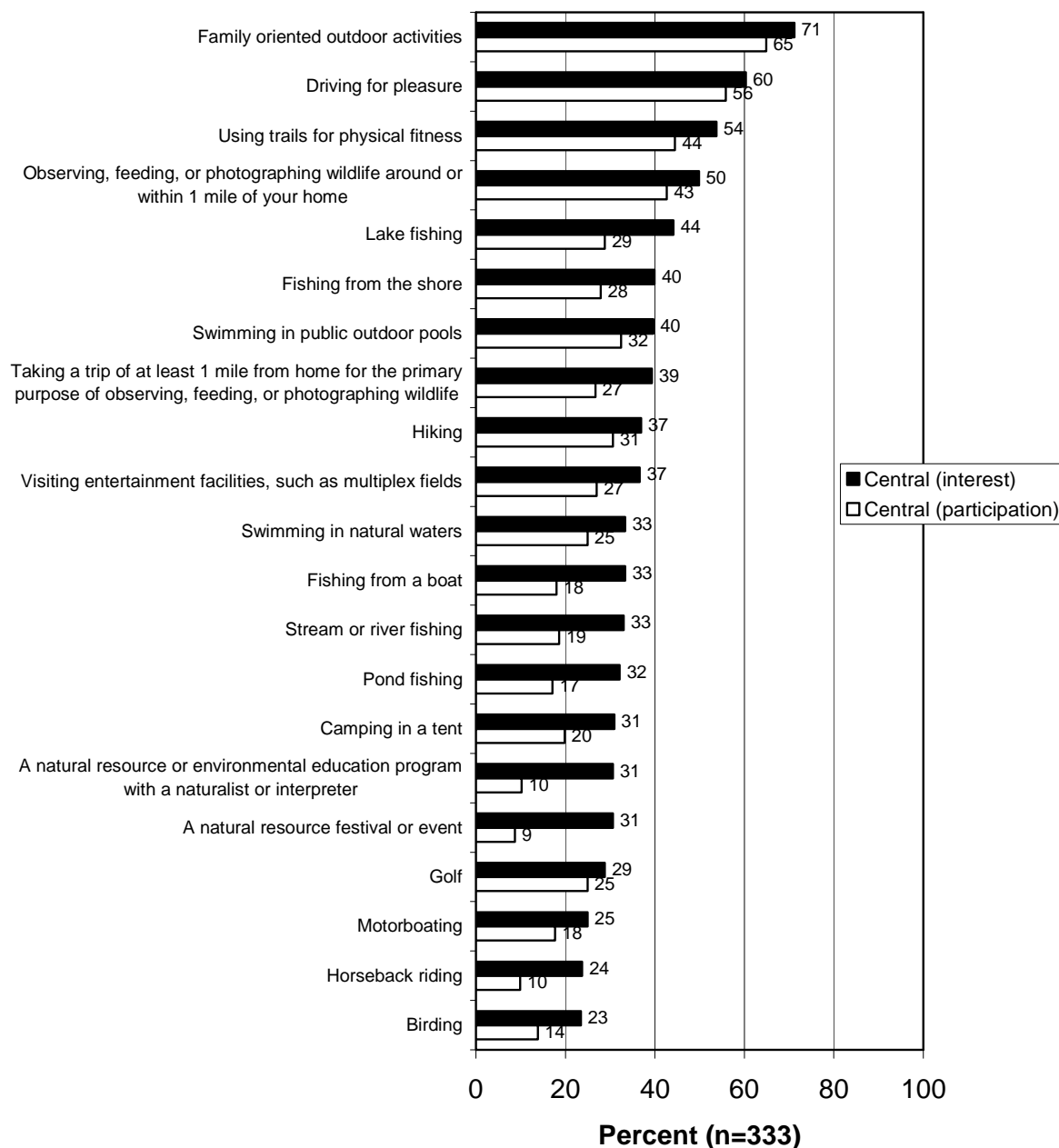
**Percent of EAST REGION who are very interested
in participating in the following activities in the
next 2 years compared to percent who have
participated in the following activities in Iowa in the
past 2 years. (Part 2)**



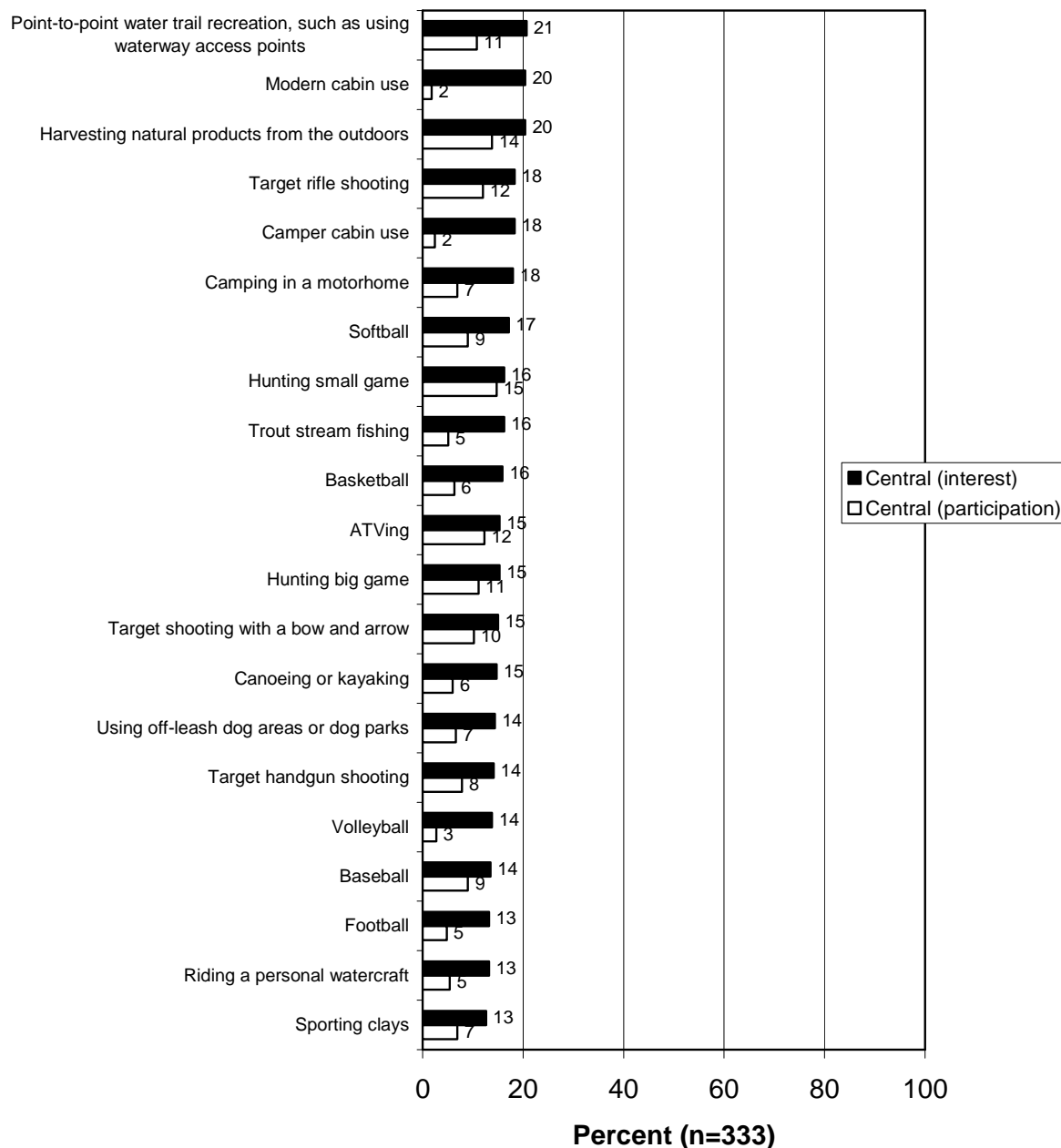
**Percent of EAST REGION who are very interested
in participating in the following activities in the
next 2 years compared to percent who have
participated in the following activities in Iowa in the
past 2 years. (Part 3)**



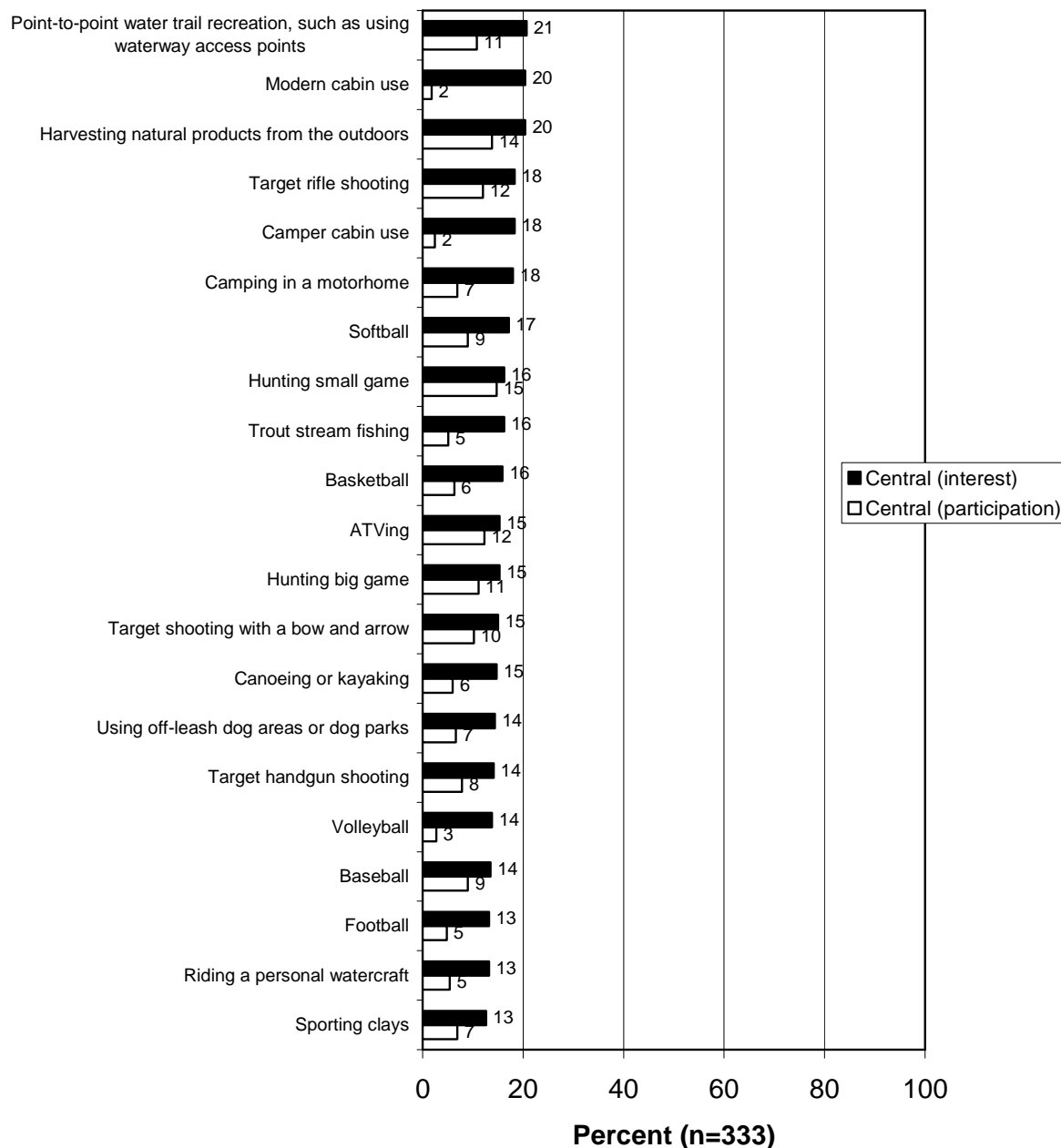
Percent of CENTRAL REGION who are very interested in participating in the following activities in the next 2 years compared to percent who have participated in the following activities in Iowa in the past 2 years. (Part 1)



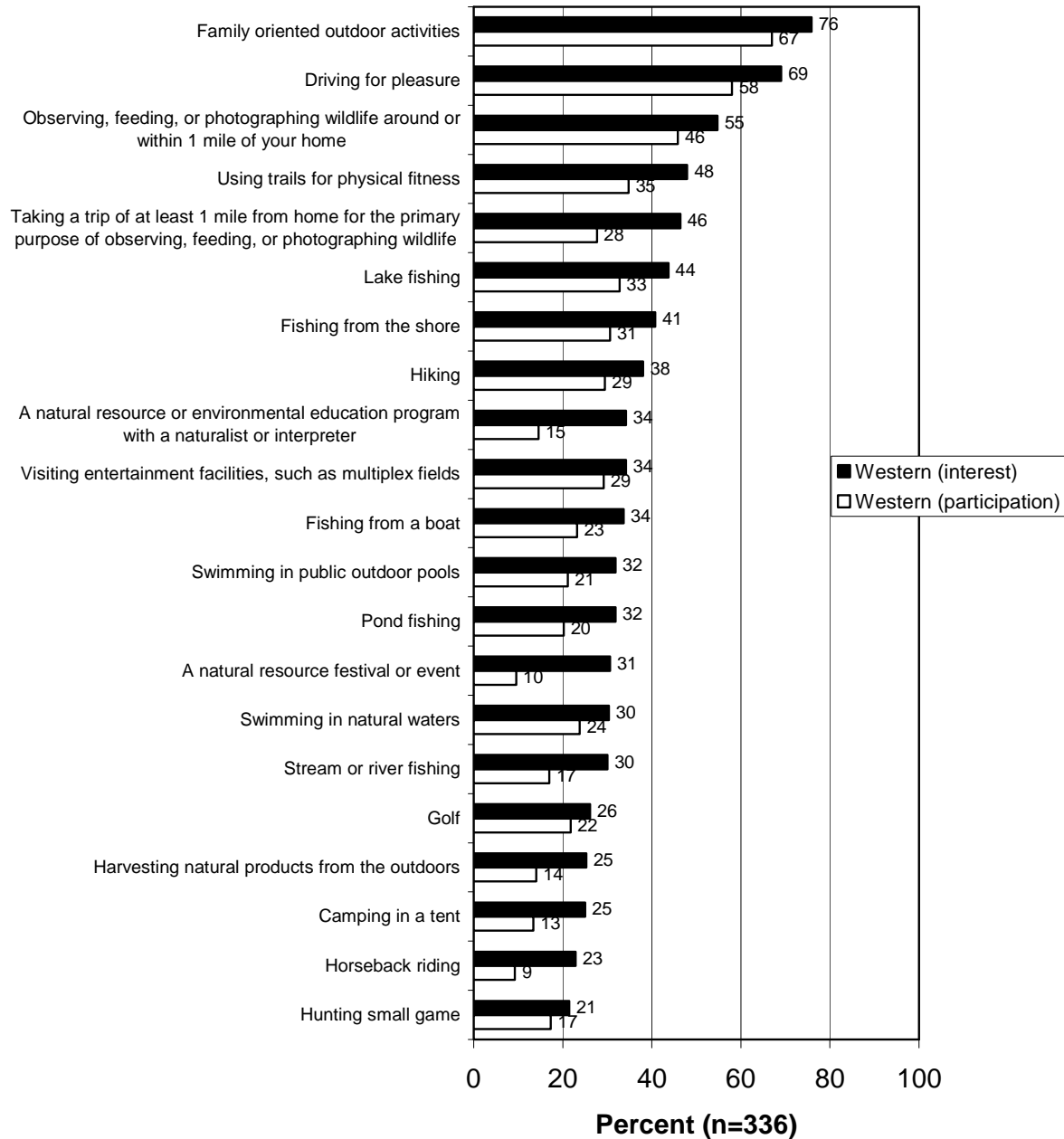
Percent of CENTRAL REGION who are very interested in participating in the following activities in the next 2 years compared to percent who have participated in the following activities in Iowa in the past 2 years. (Part 2)



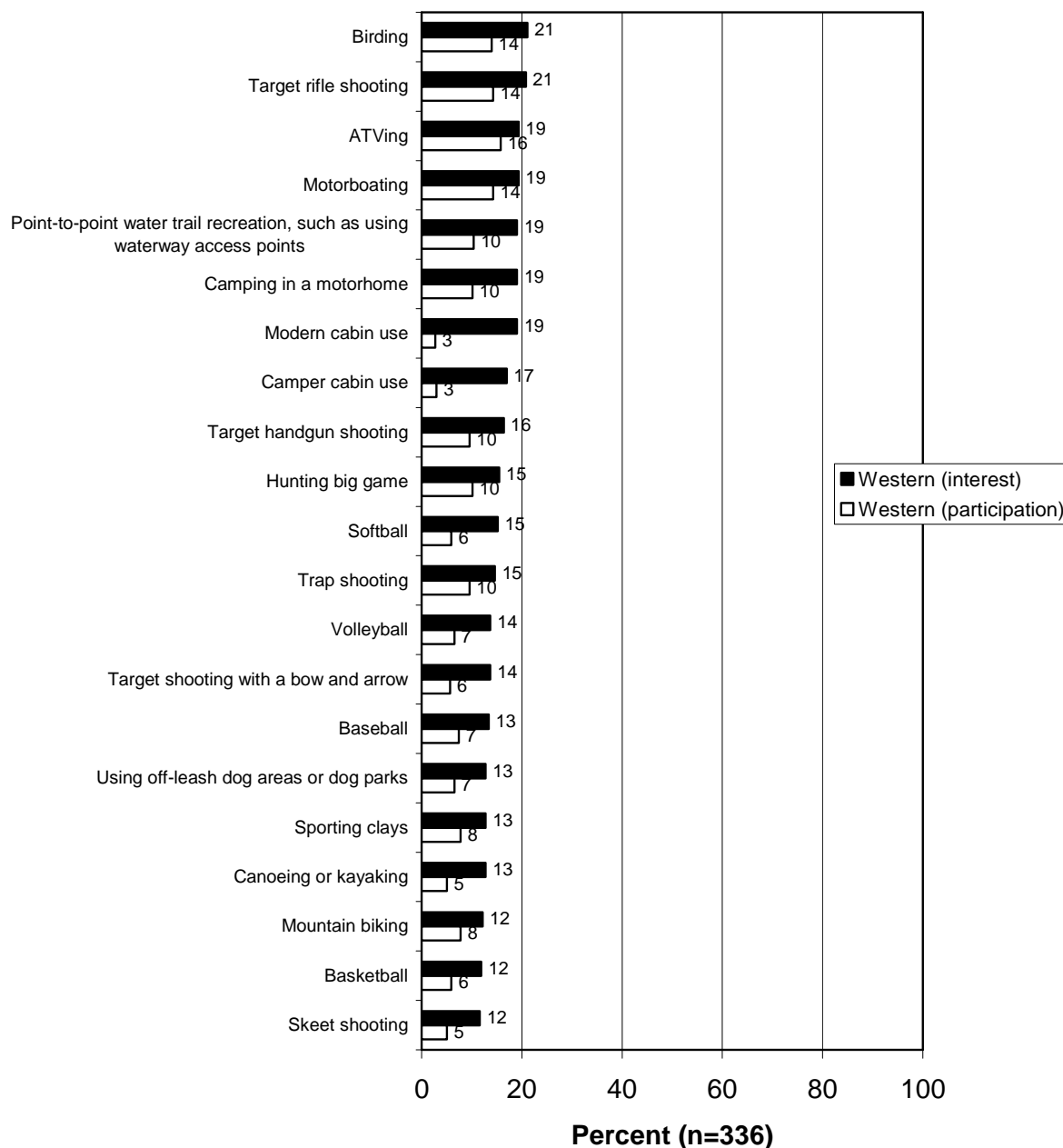
Percent of CENTRAL REGION who are very interested in participating in the following activities in the next 2 years compared to percent who have participated in the following activities in Iowa in the past 2 years. (Part 3)



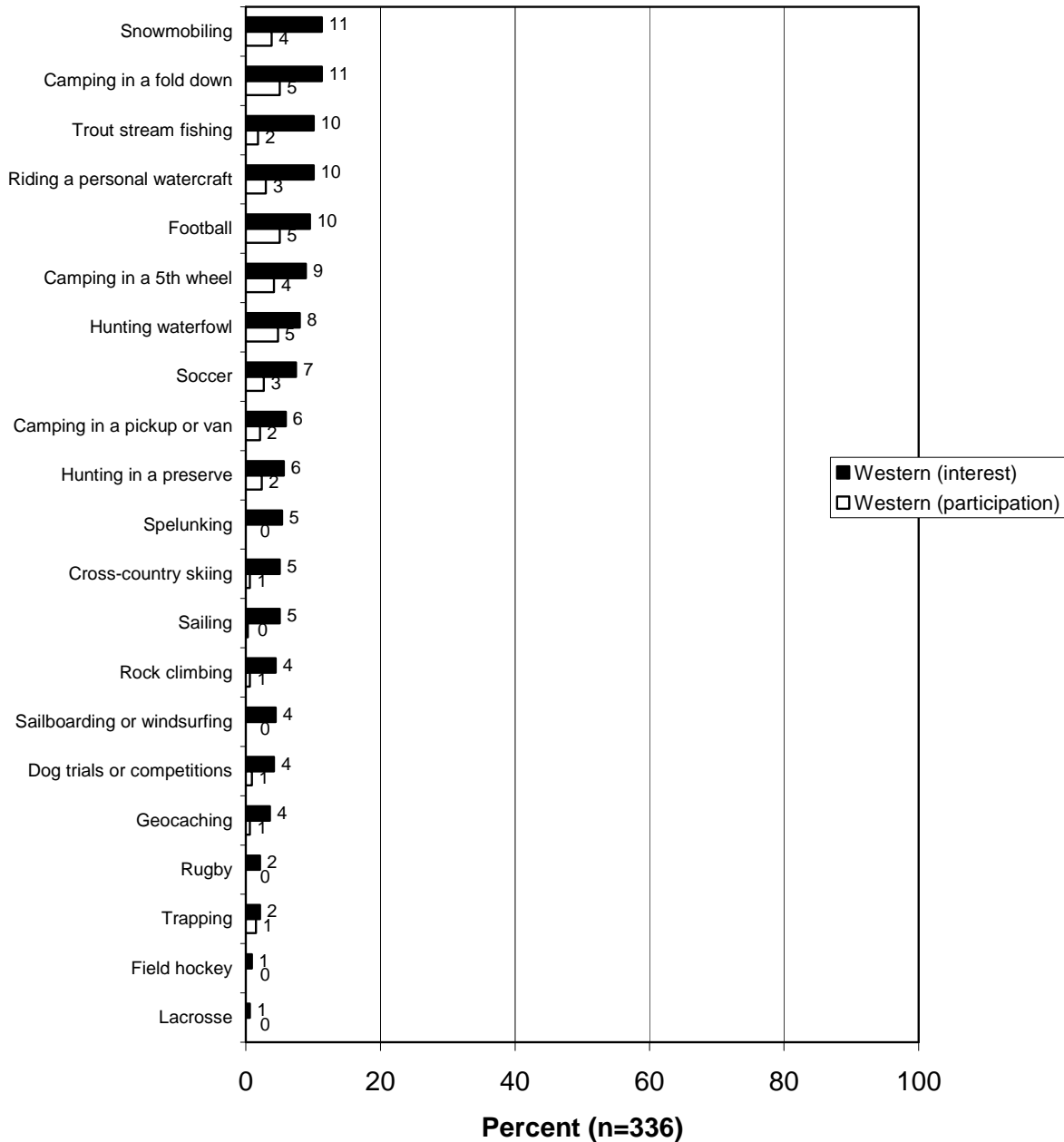
**Percent of WEST REGION who are very interested
in participating in the following activities in the
next 2 years compared to percent who have
participated in the following activities in Iowa in the
past 2 years. (Part 1)**



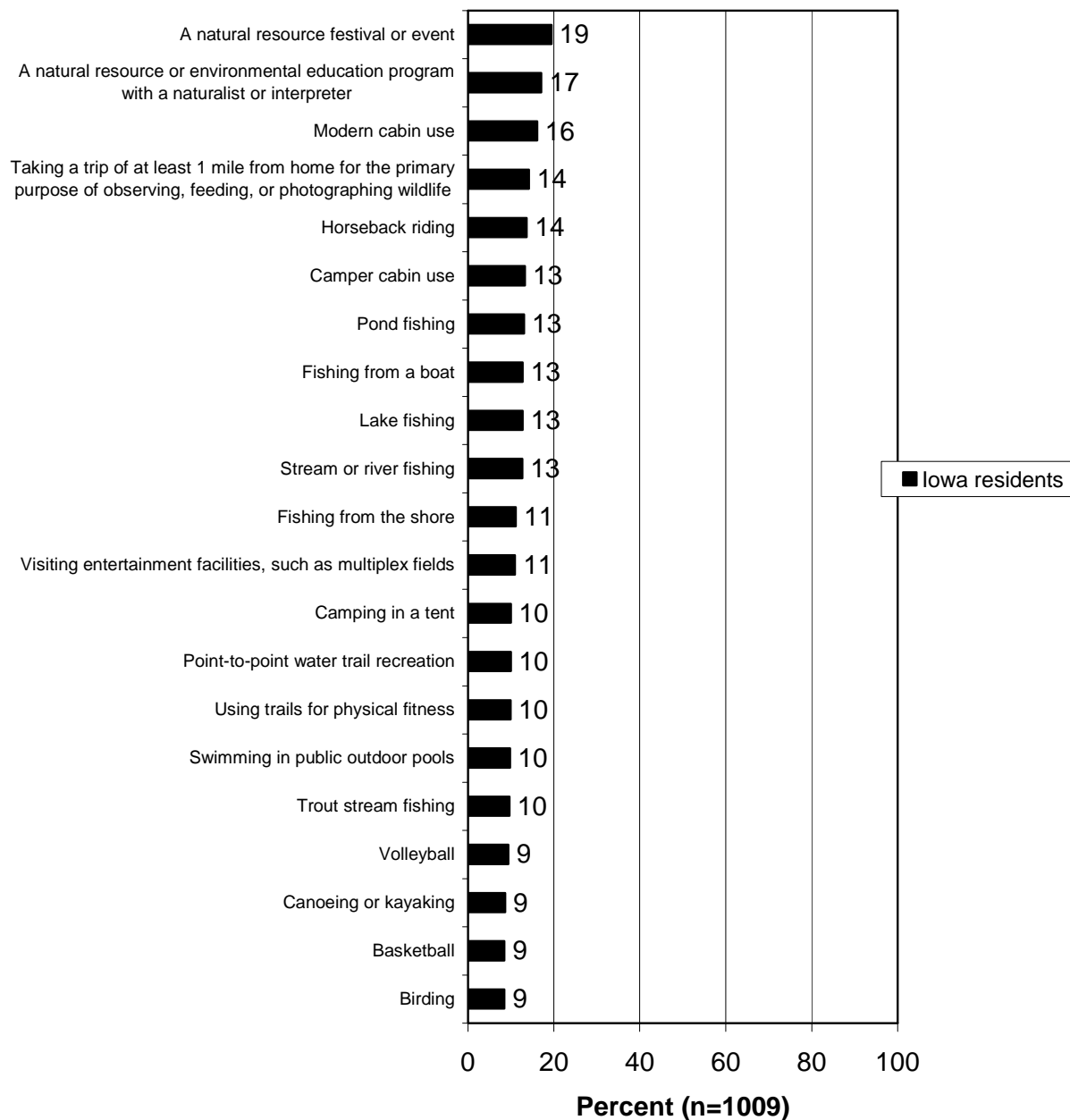
**Percent of WEST REGION who are very interested
in participating in the following activities in the
next 2 years compared to percent who have
participated in the following activities in Iowa in the
past 2 years. (Part 2)**



**Percent of WEST REGION who are very interested
in participating in the following activities in the
next 2 years compared to percent who have
participated in the following activities in Iowa in the
past 2 years. (Part 3)**



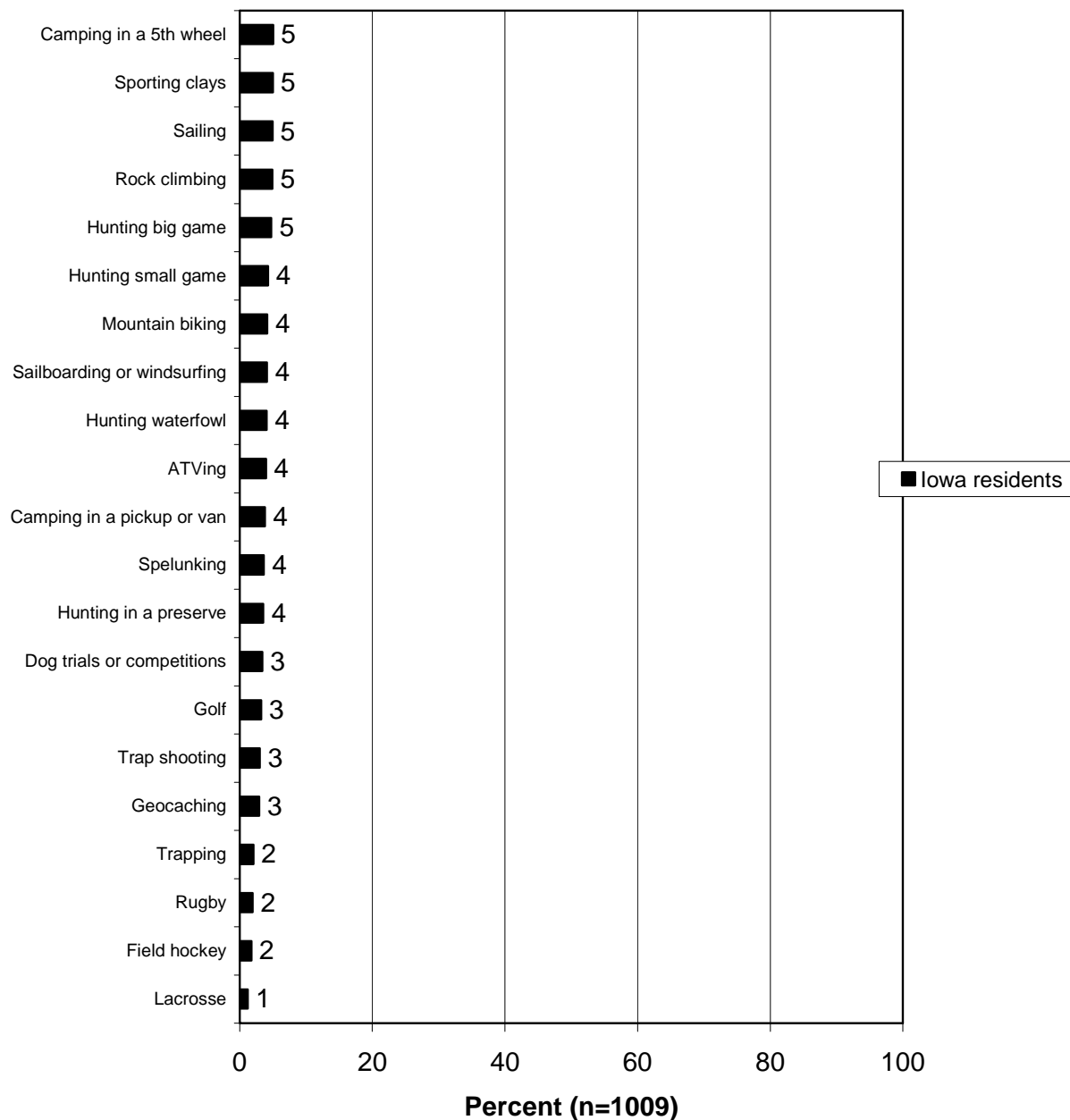
Latent demand: Percent who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Part 1)



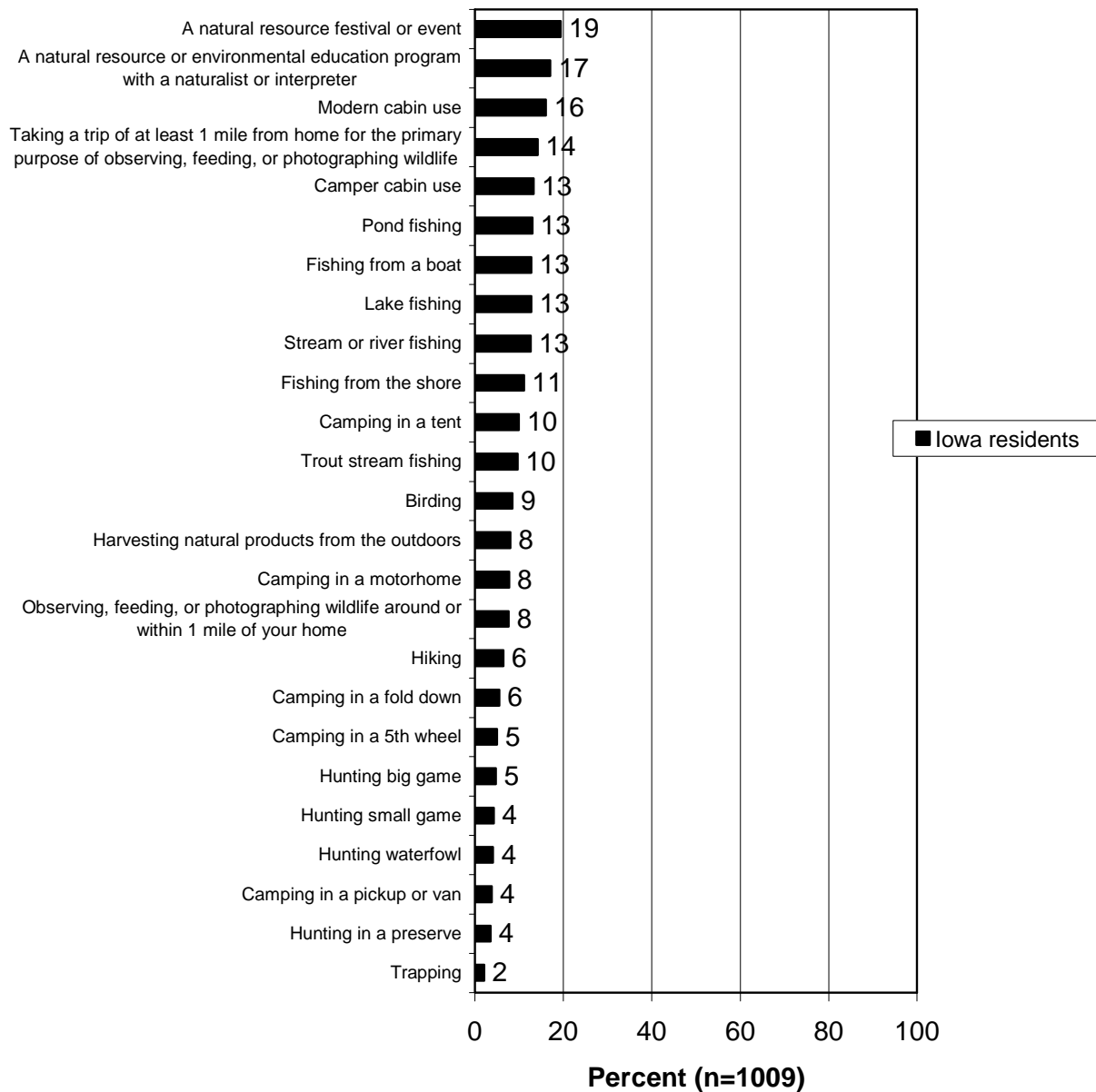
Latent demand: Percent who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Part 2)



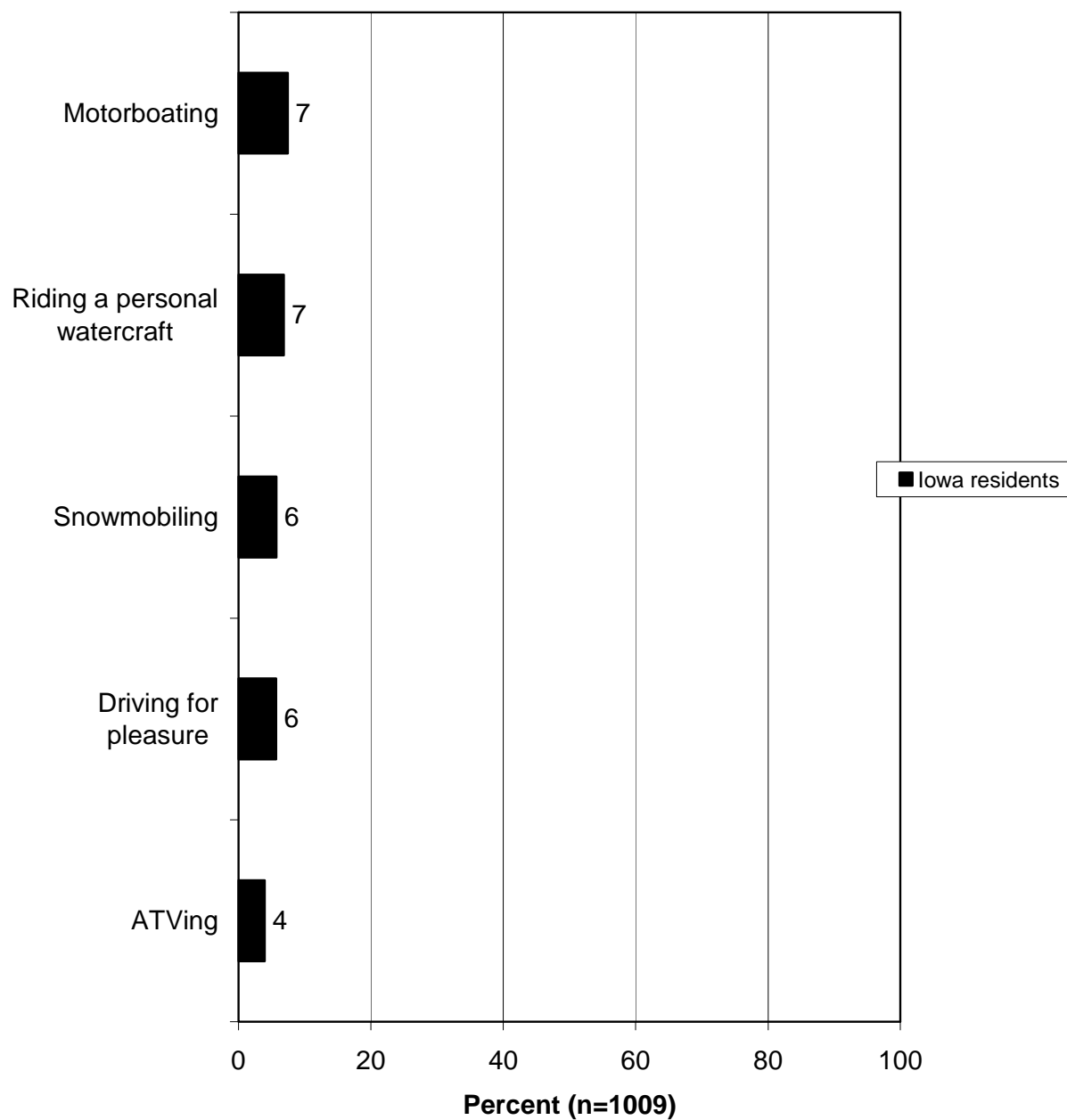
Latent demand: Percent who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Part 3)



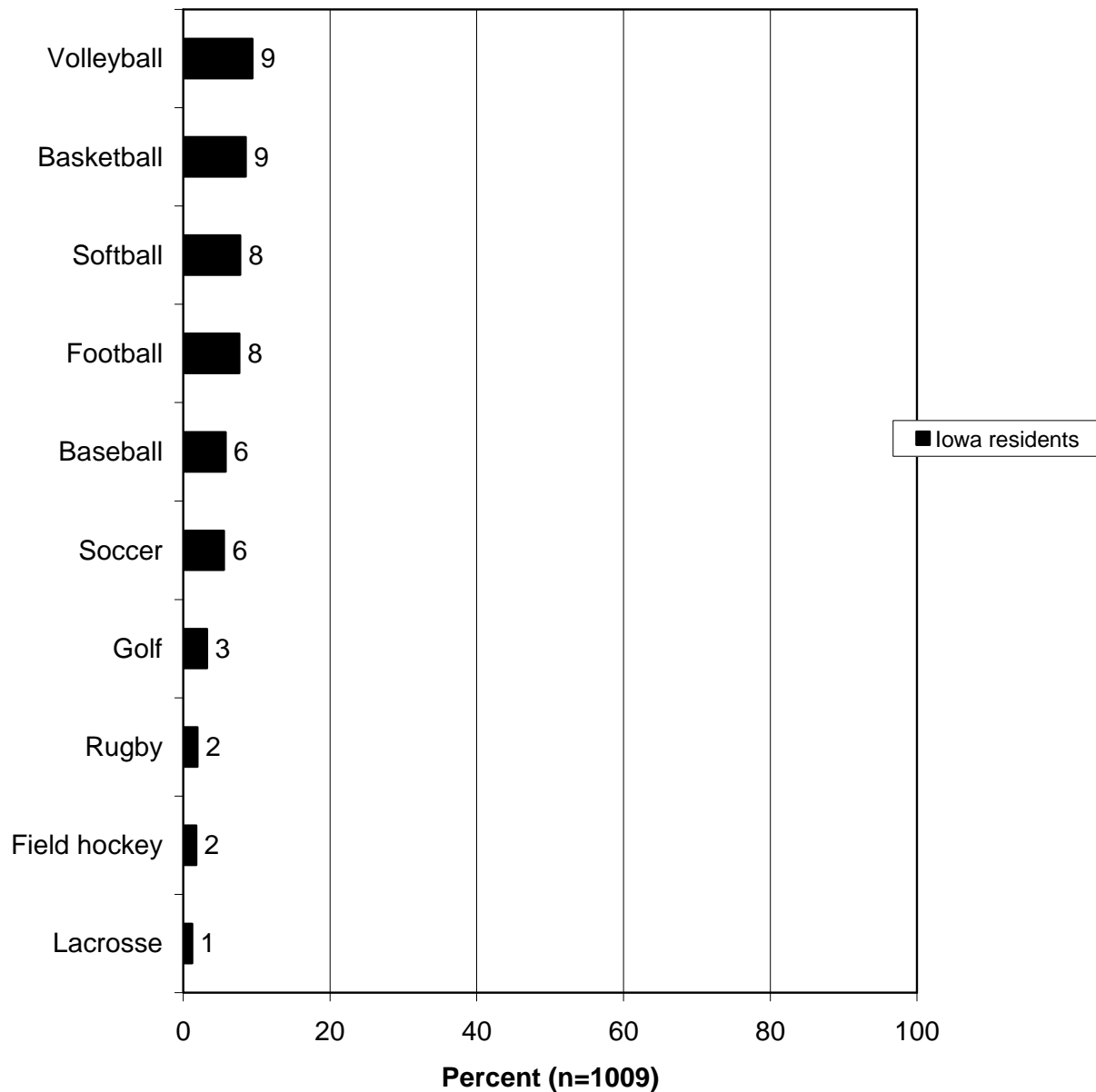
Latent demand: Percent who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Wildlife-Related Activities, Including Hiking and Camping)



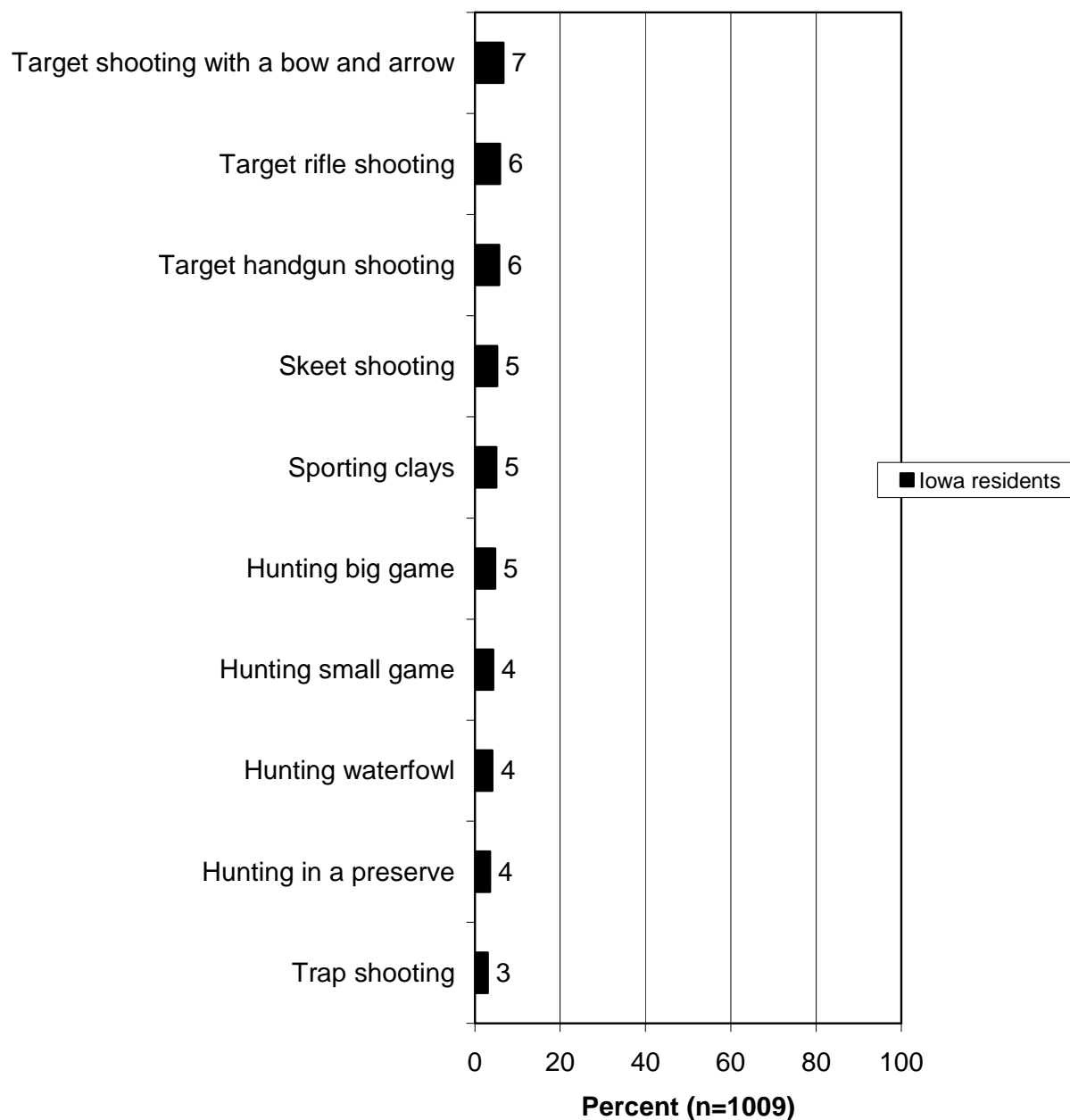
**Latent demand: Percent who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Motorized Activities)**



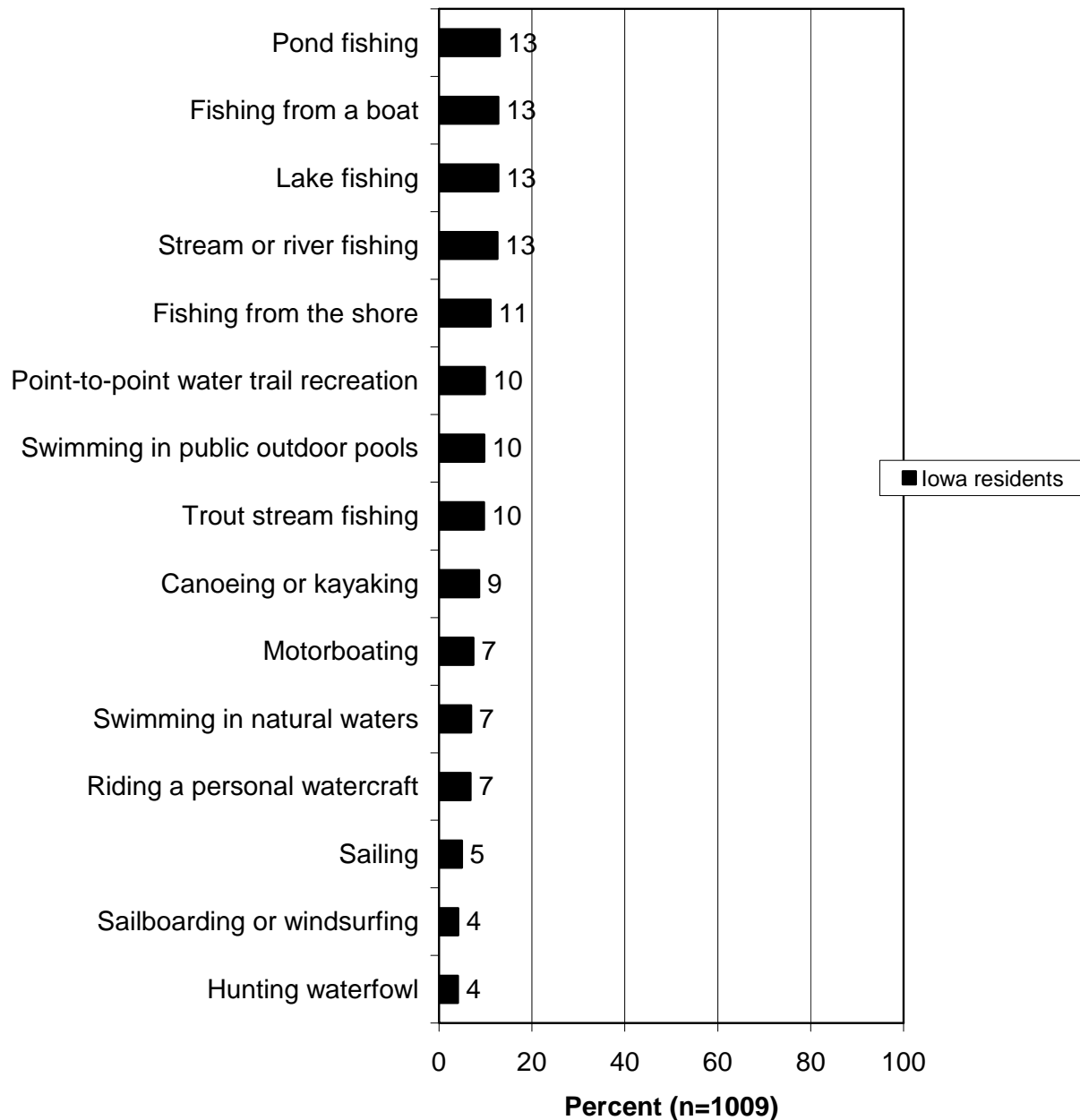
**Latent demand: Percent who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Competitive Sports - Individual and Team Sports)**



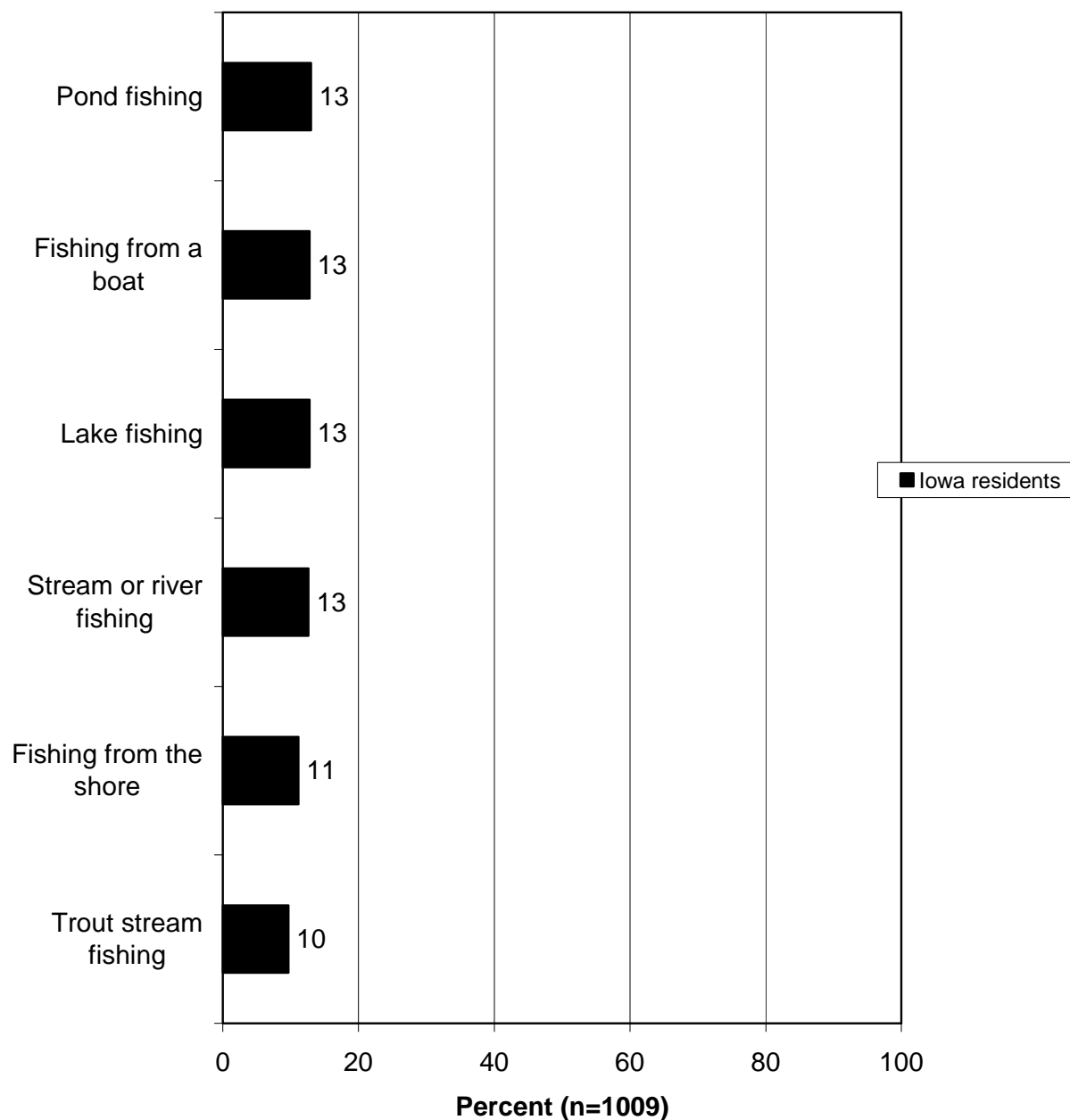
**Latent demand: Percent who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Shooting Activities)**



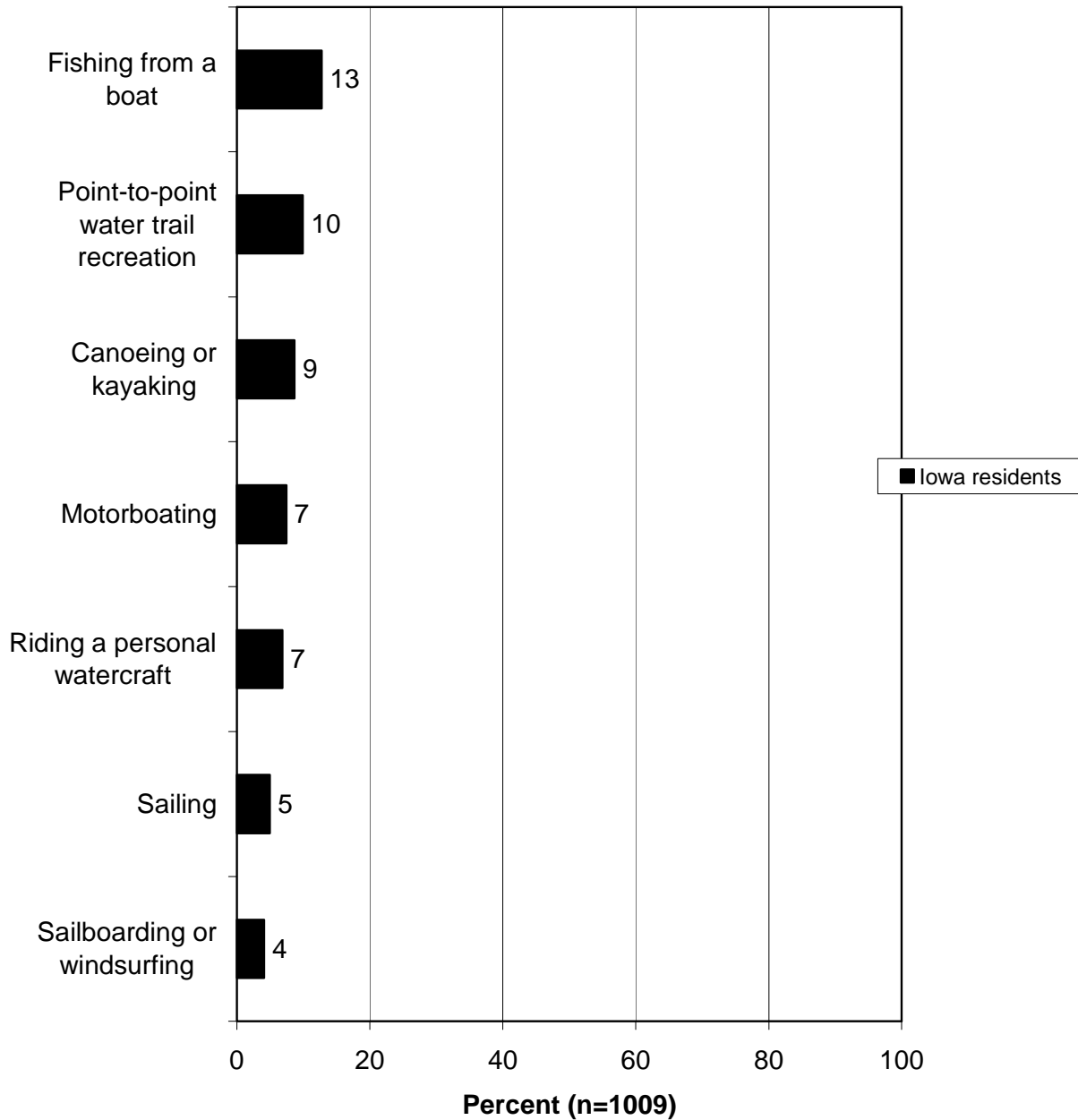
**Latent demand: Percent who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Water-Related Activities)**



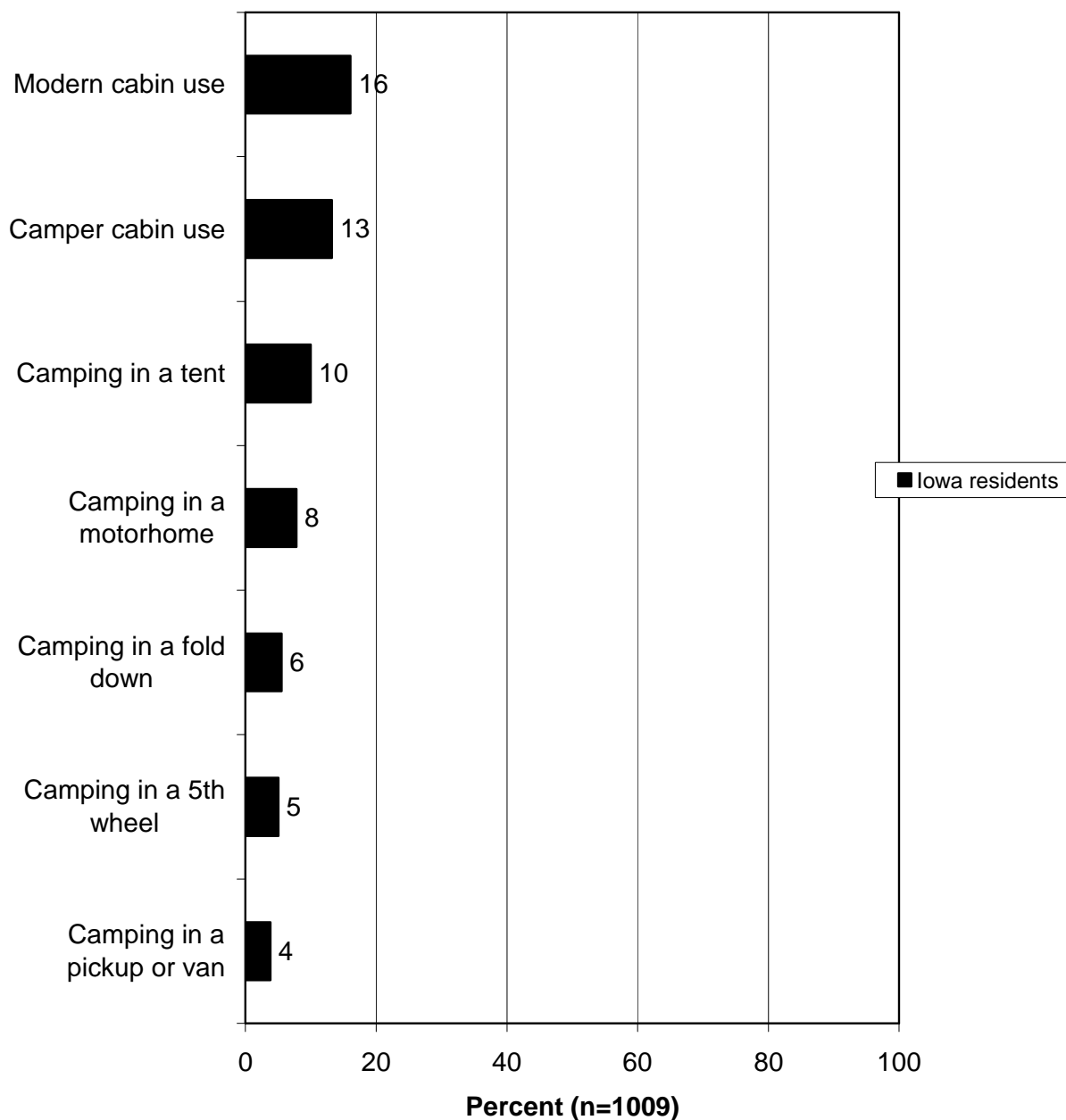
**Latent demand: Percent who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Fishing)**



Latent demand: Percent who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Boating)

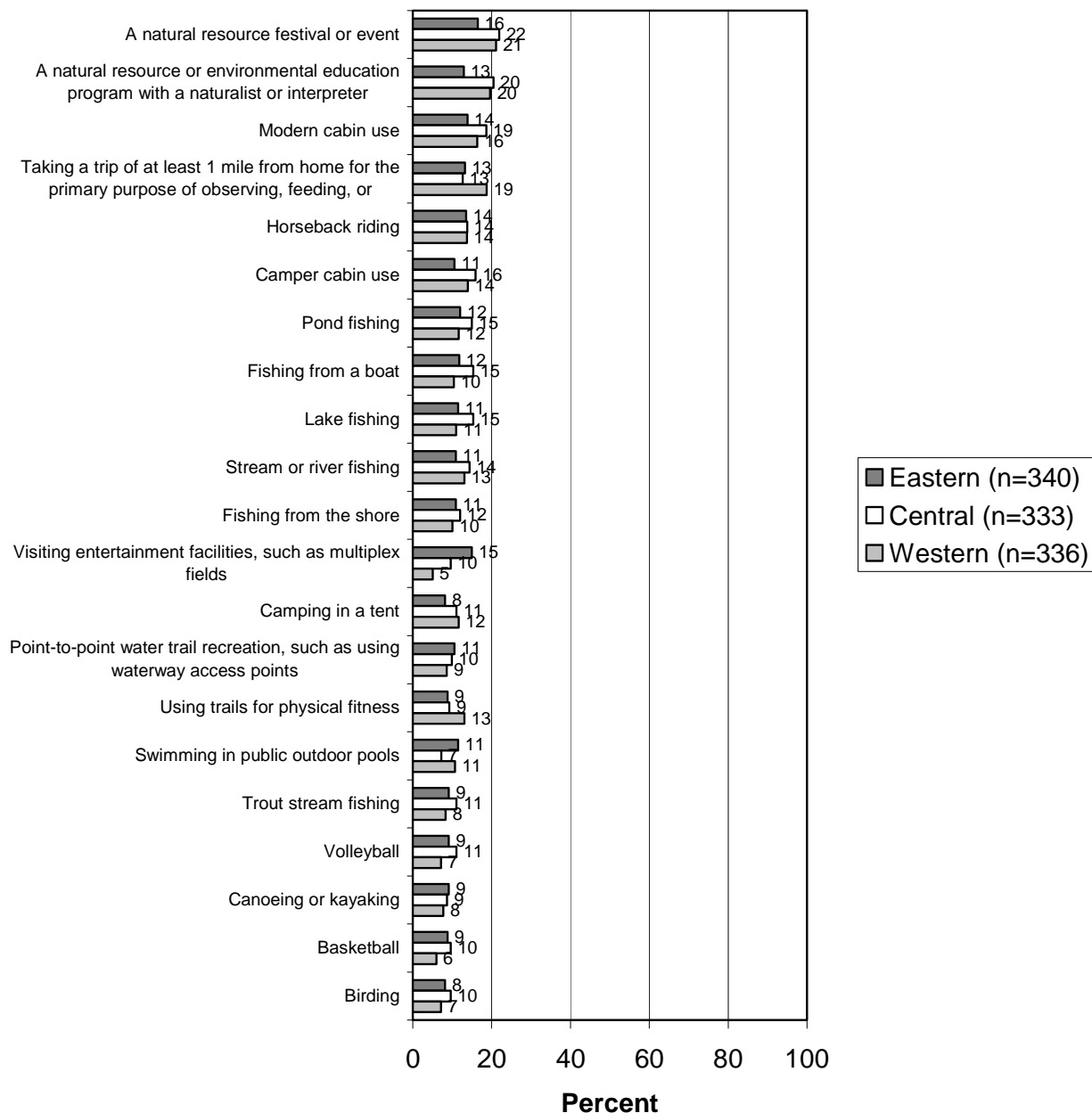


**Latent demand: Percent who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Camping)**

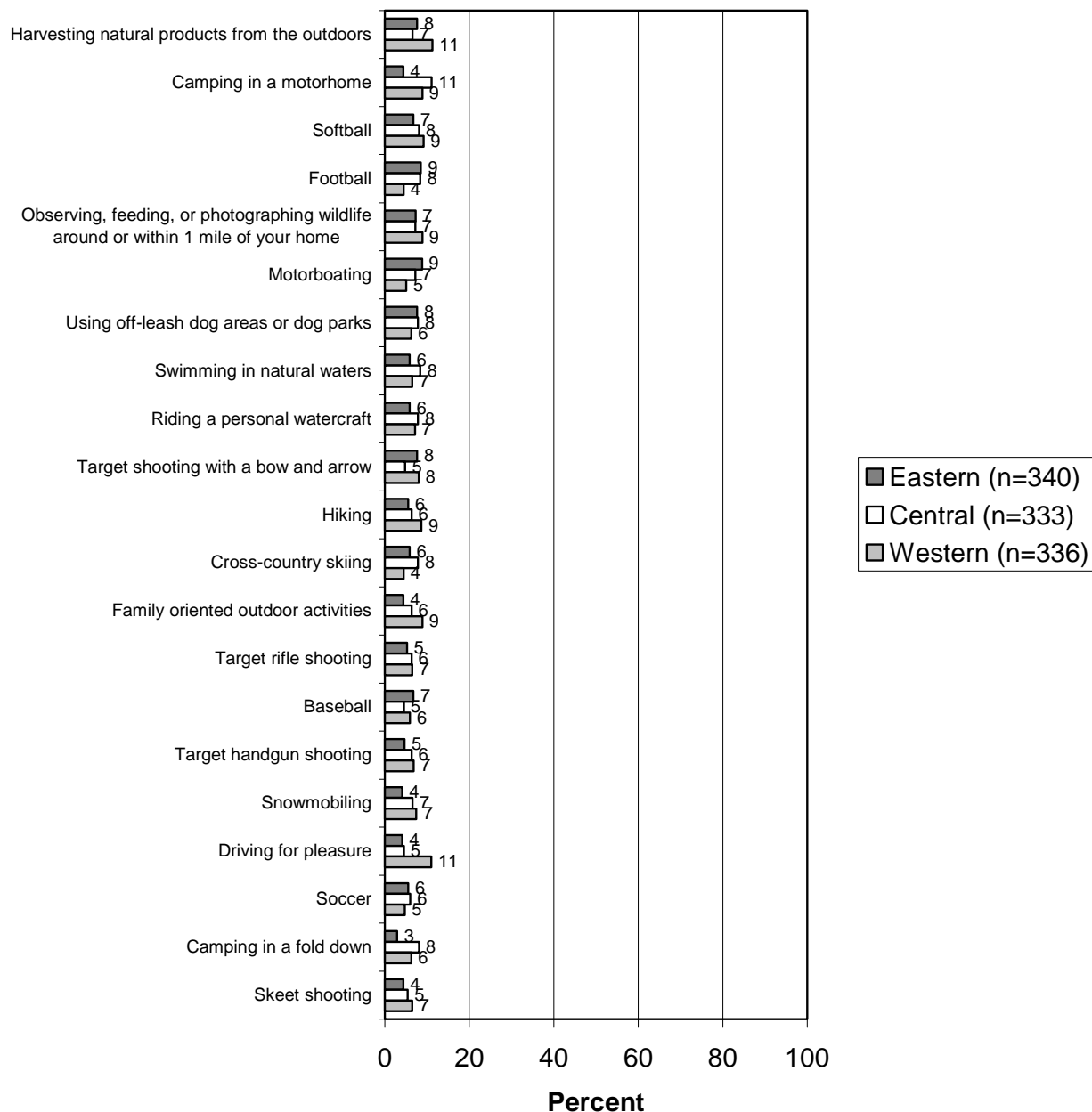


Latent demand: Percent who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.

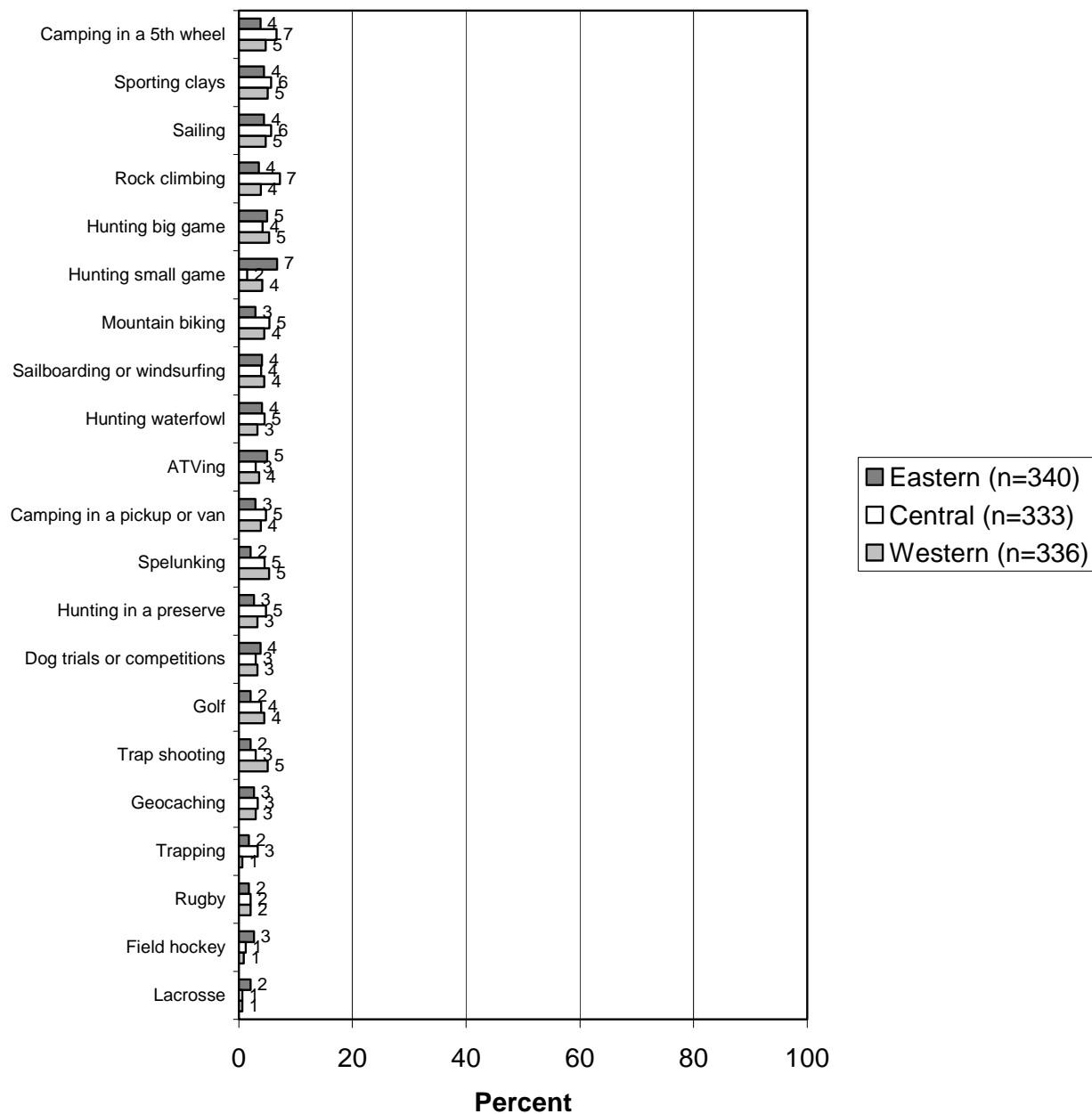
(Part 1)



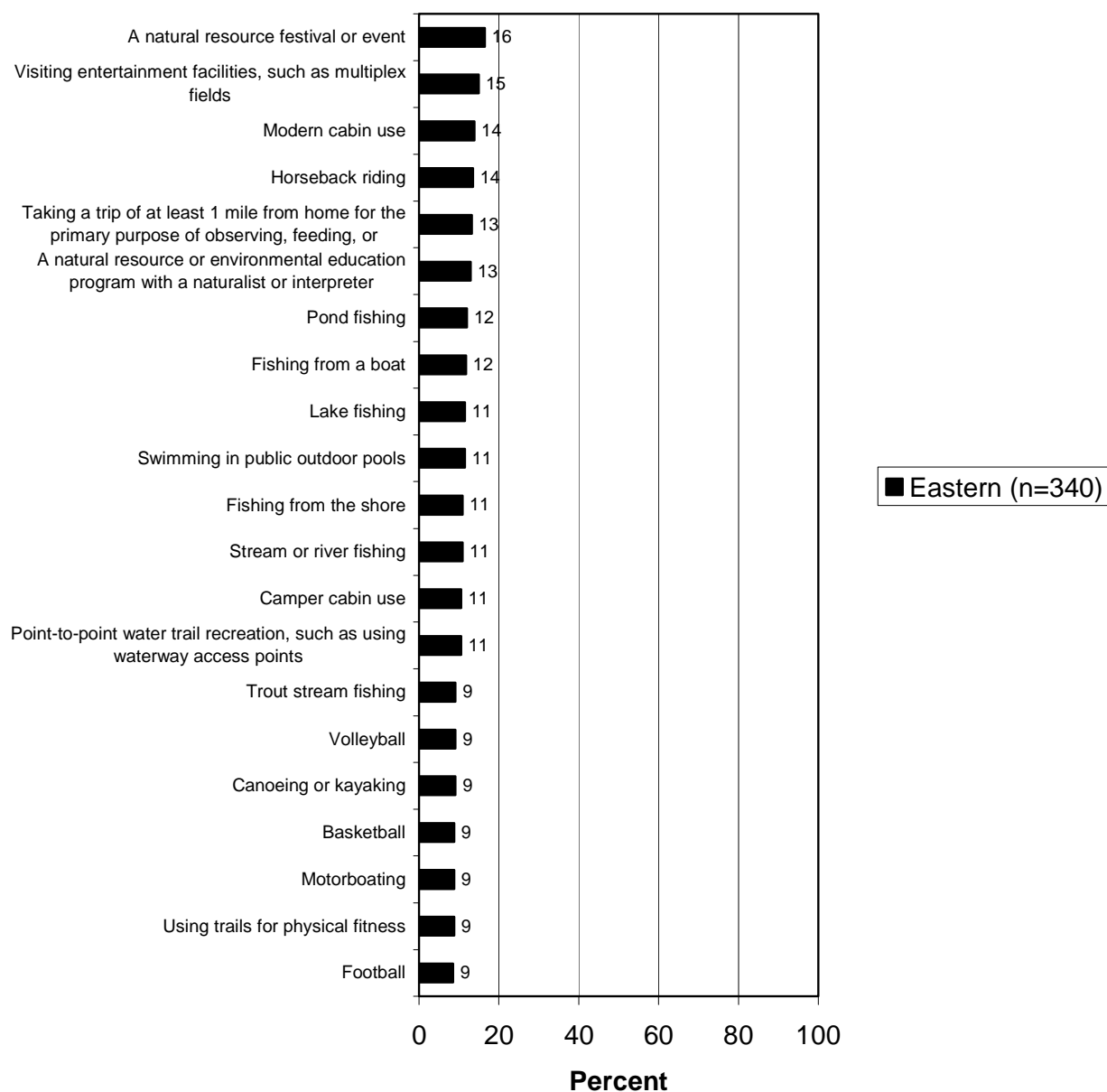
Latent demand: Percent who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Part 2)



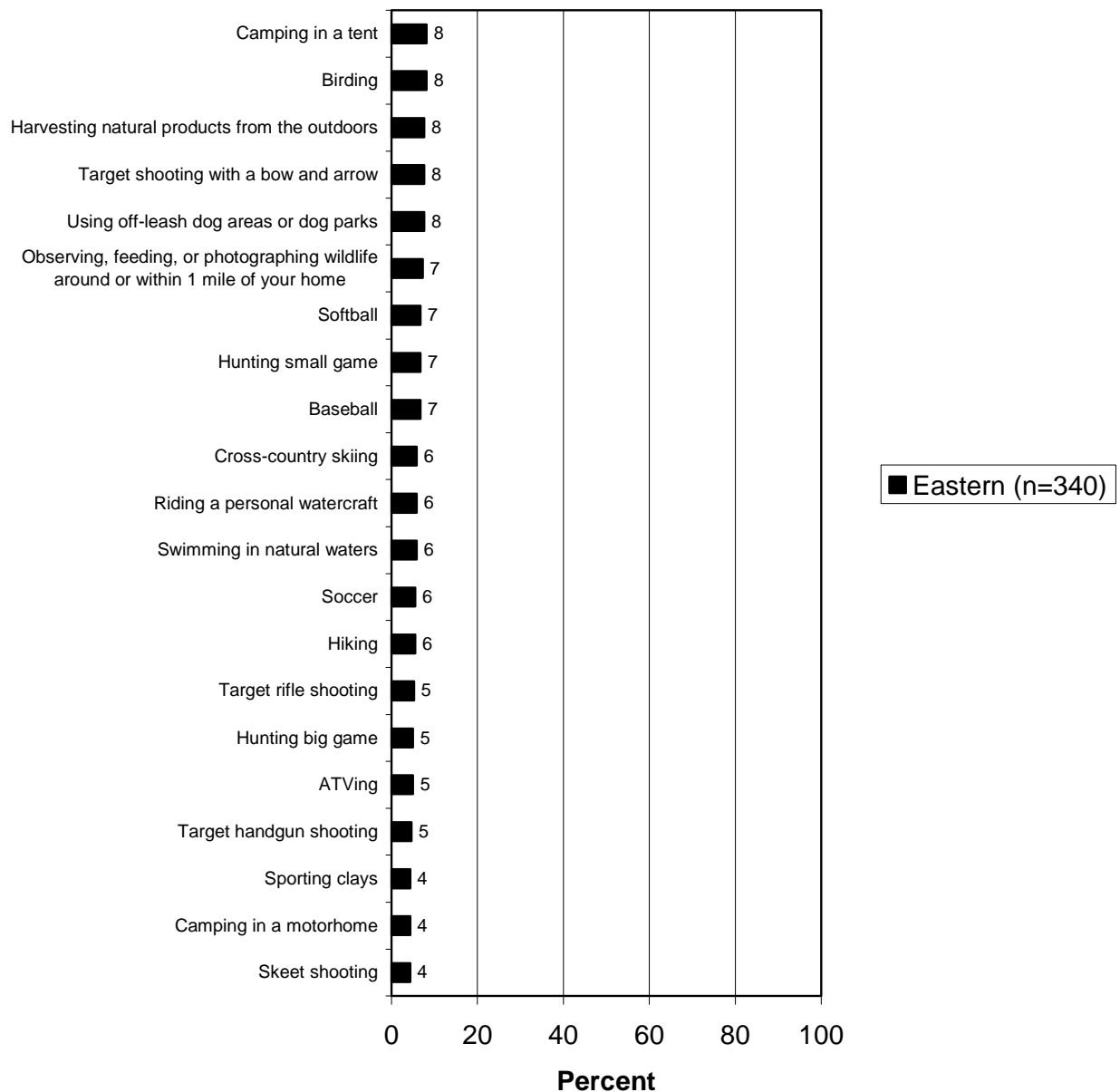
Latent demand: Percent who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Part 3)



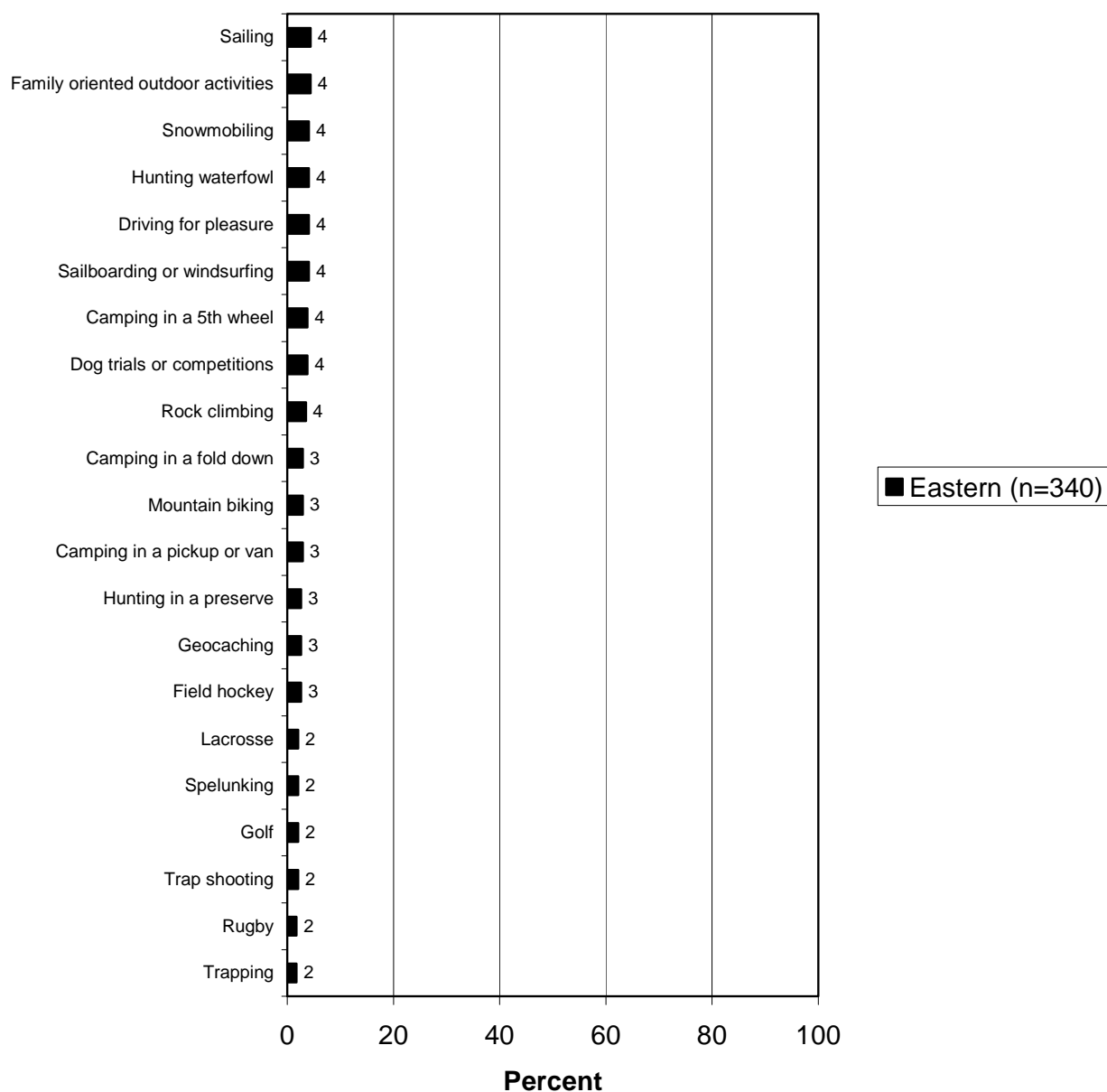
**Latent demand: Percent of EAST REGION who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Part 1)**



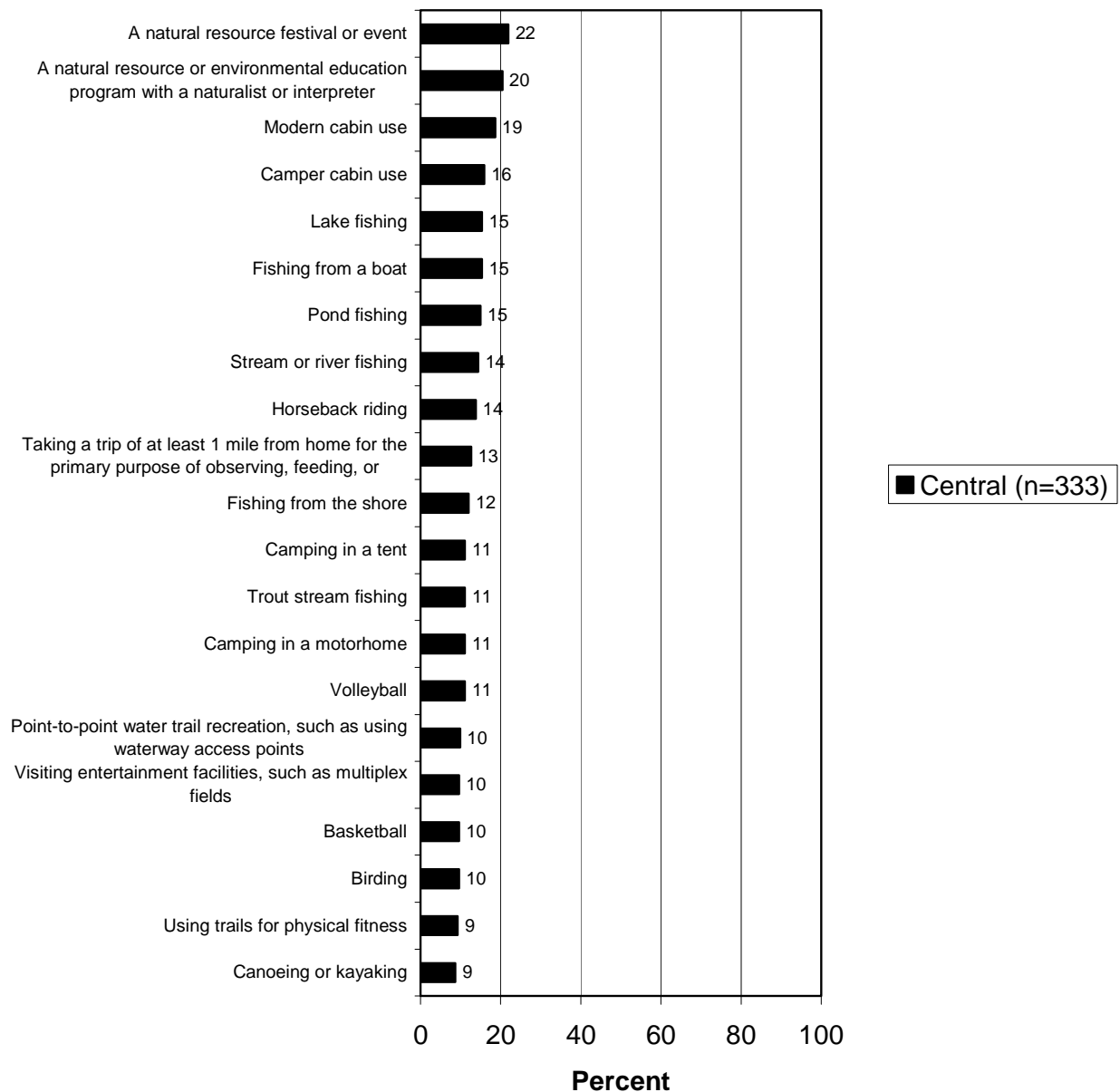
**Latent demand: Percent of EAST REGION who are
very interested in participating in the following
activities in the next 2 years minus the percent who
have participated in them in Iowa in the past 2
years.
(Part 2)**



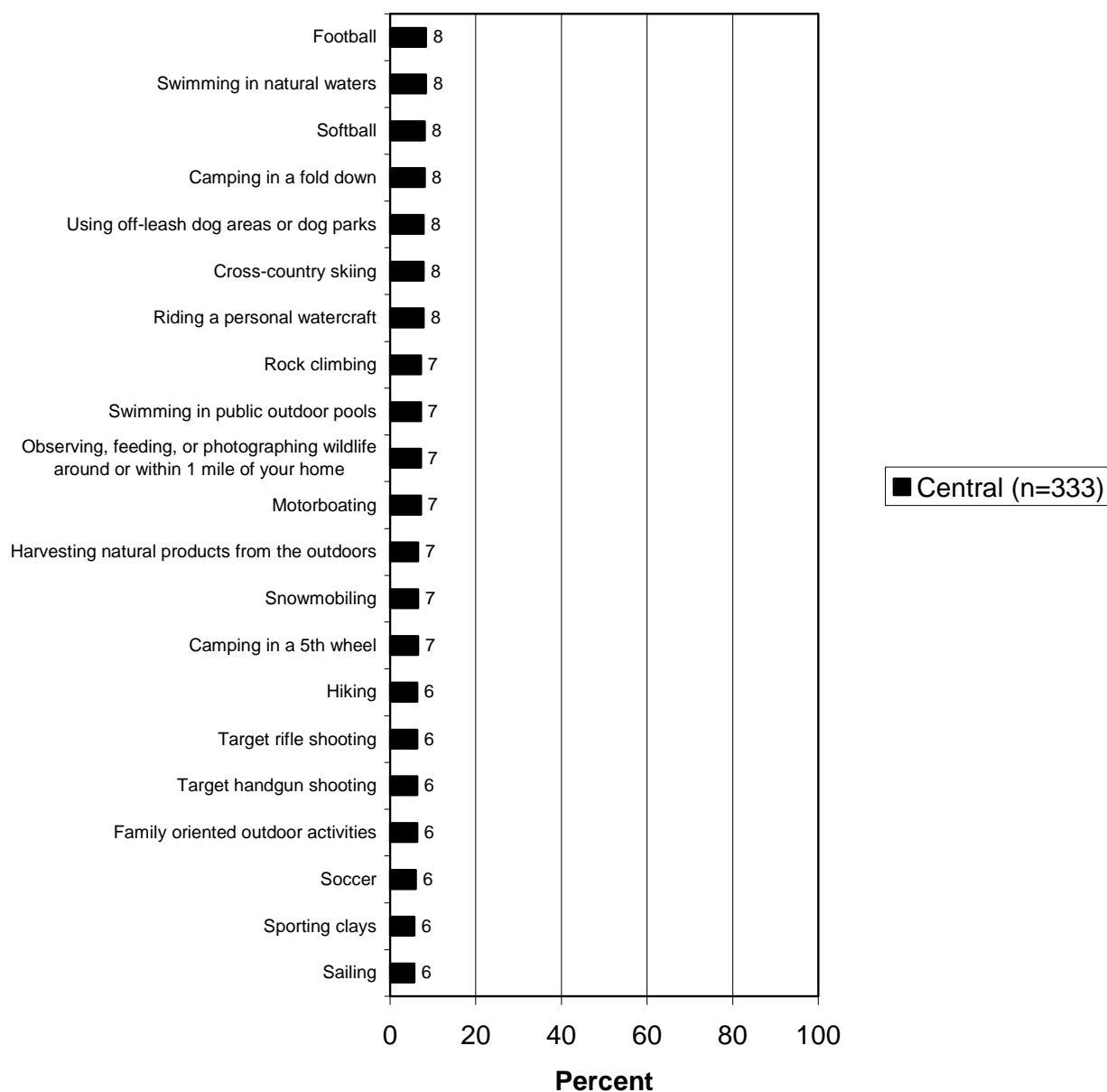
Latent demand: Percent of EAST REGION who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Part 3)



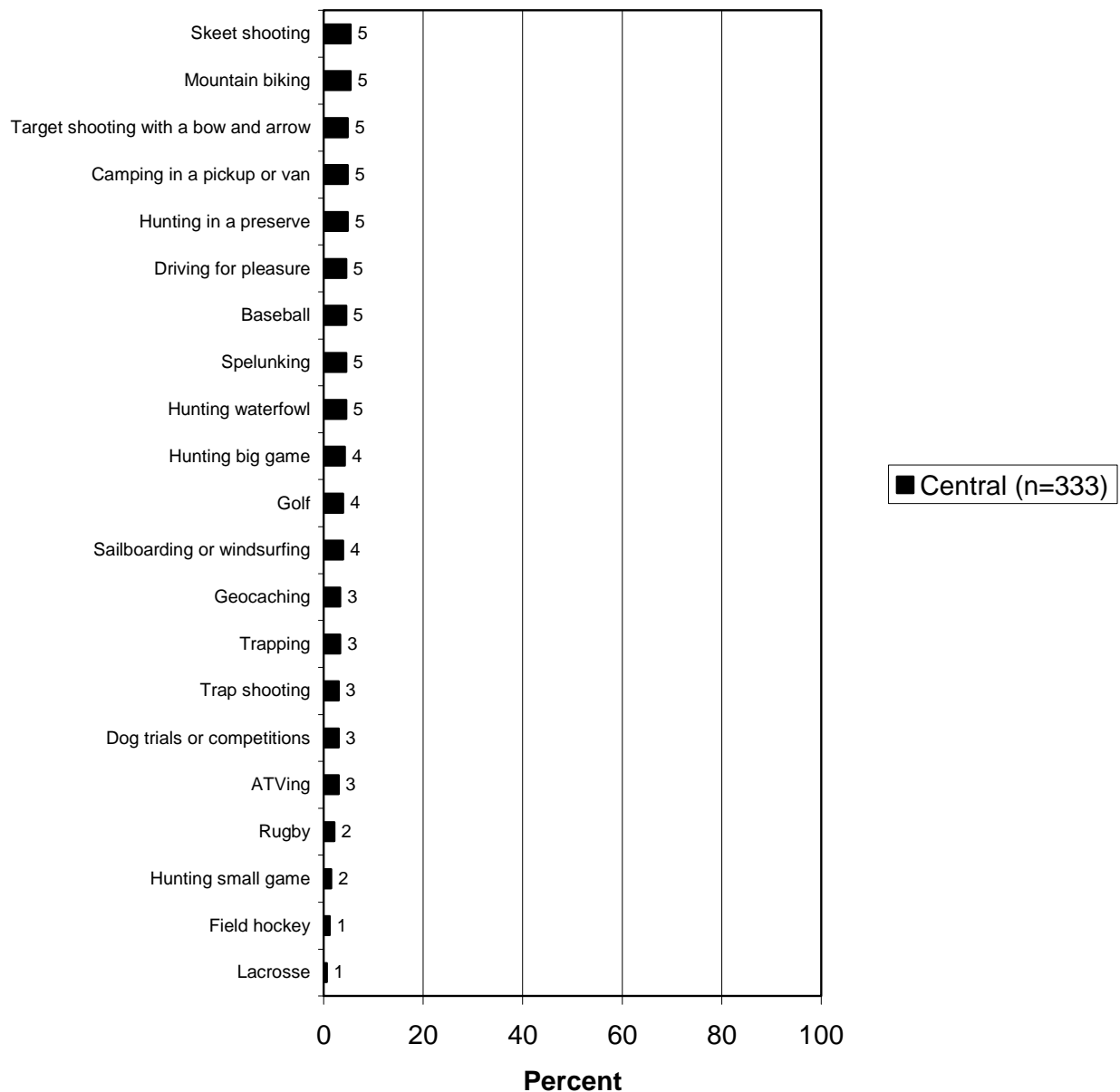
Latent demand: Percent of CENTRAL REGION who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Part 1)



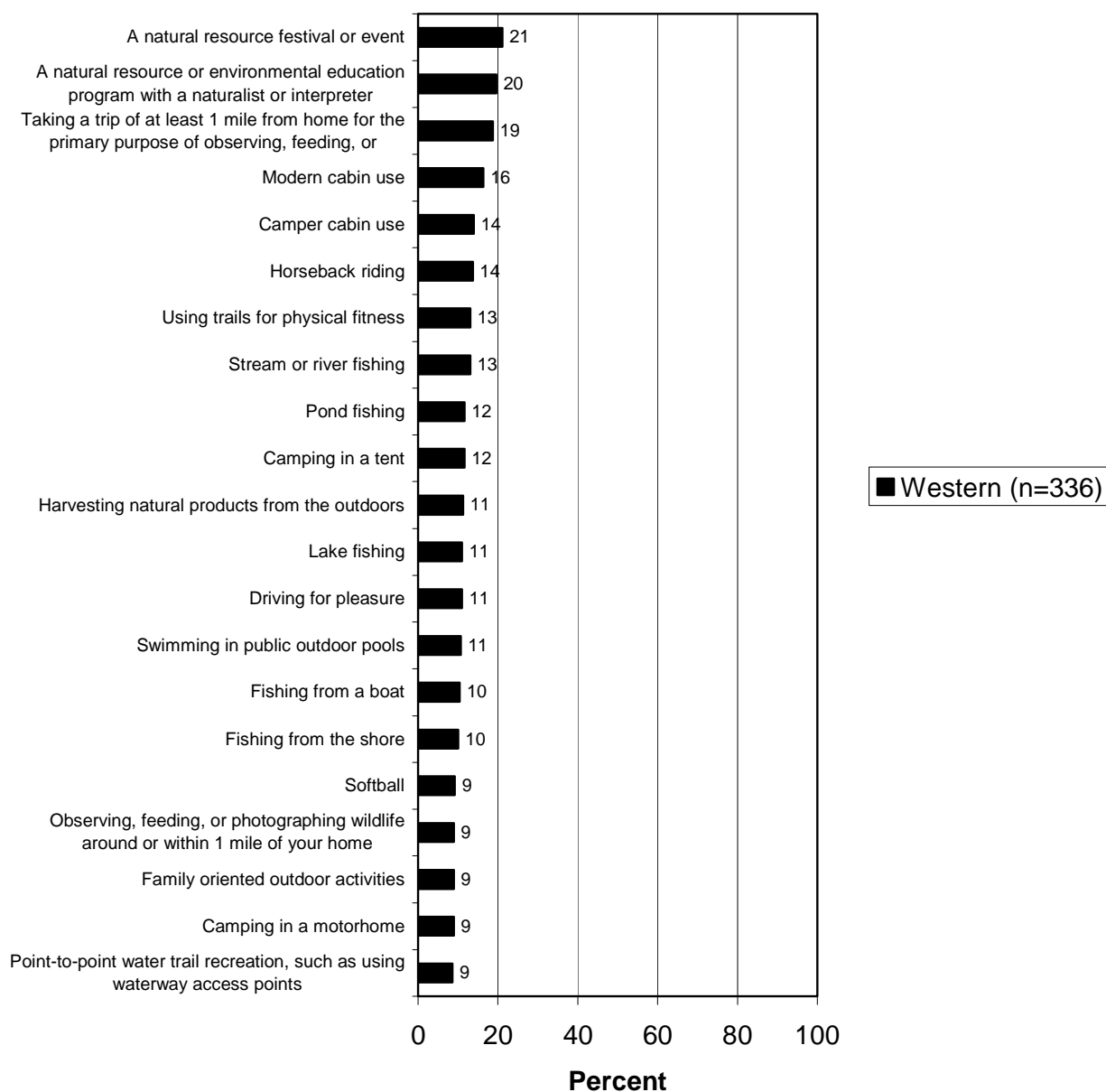
**Latent demand: Percent of CENTRAL REGION who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Part 2)**



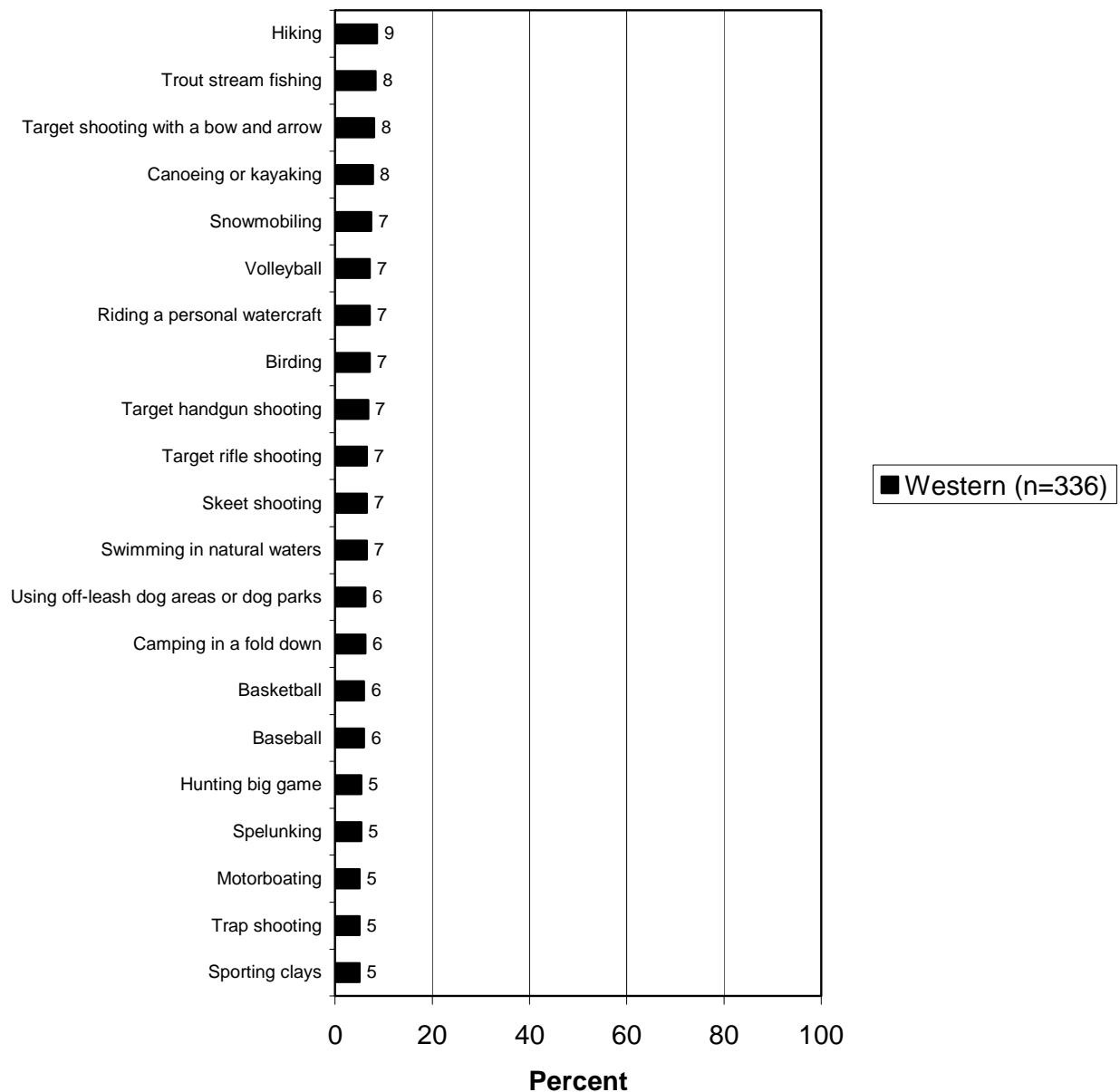
**Latent demand: Percent of CENTRAL REGION who
are very interested in participating in the following
activities in the next 2 years minus the percent who
have participated in them in Iowa in the past 2
years.
(Part 3)**



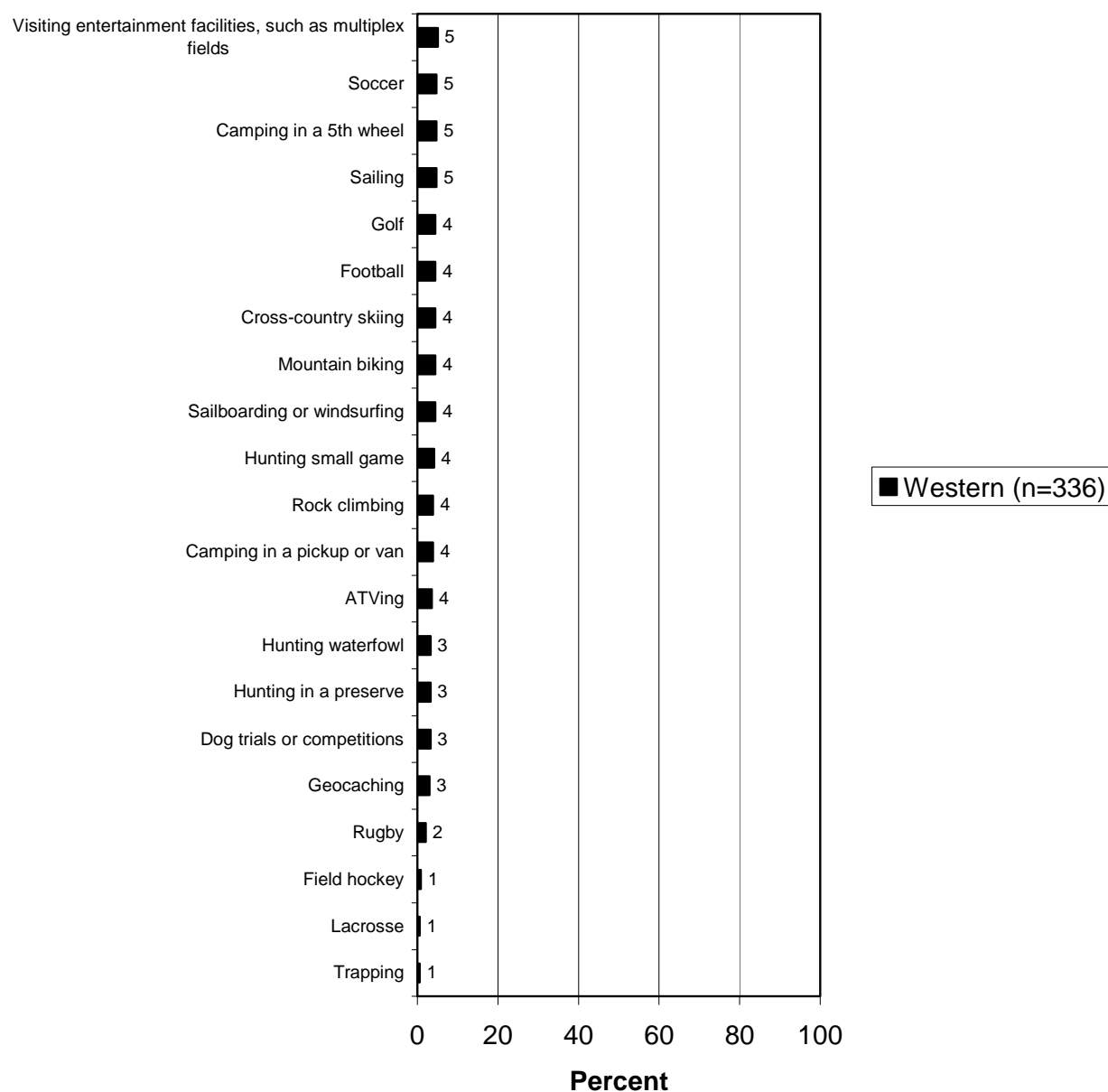
Latent demand: Percent of WEST REGION who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Part 1)



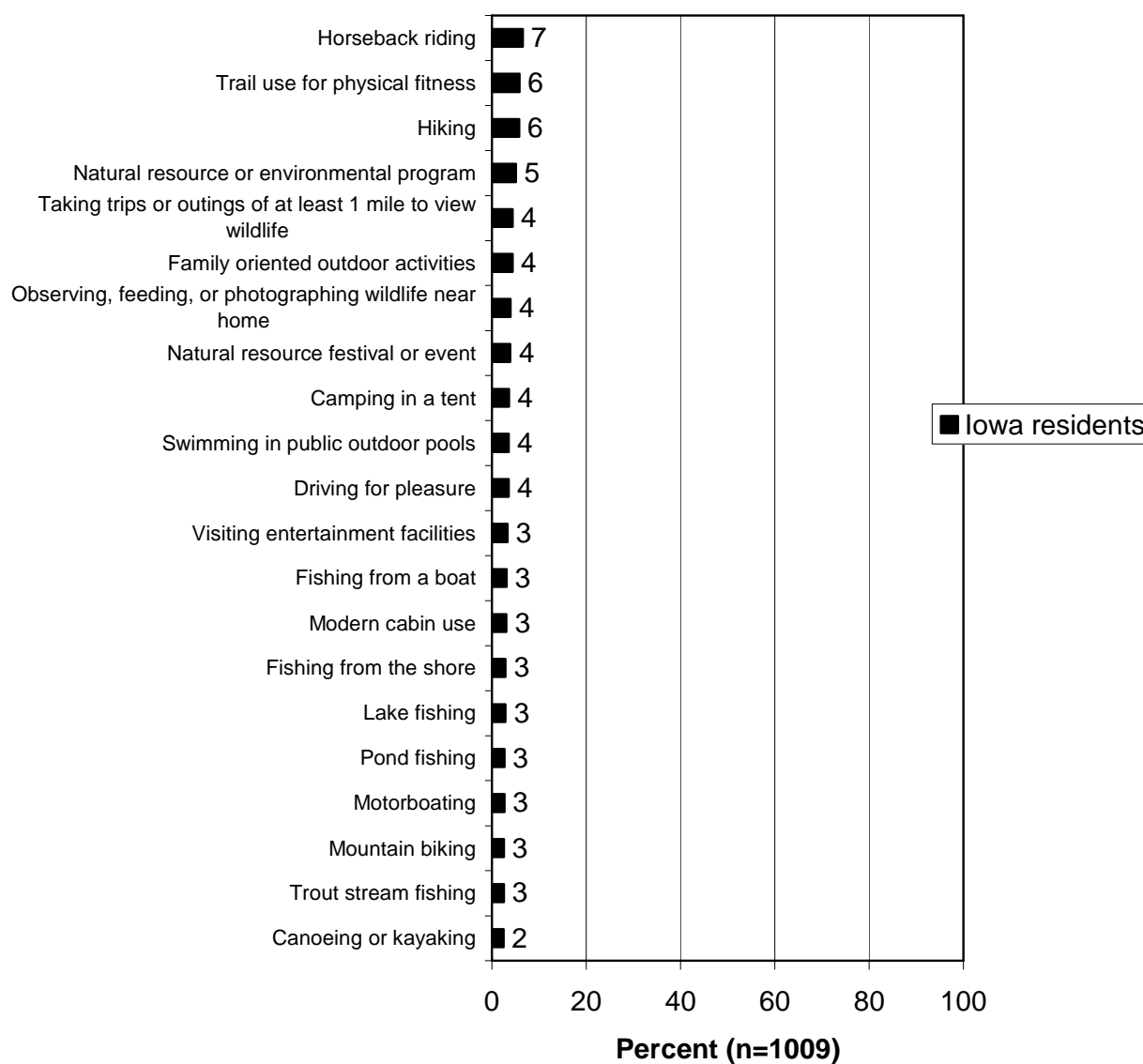
Latent demand: Percent of WEST REGION who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Part 2)



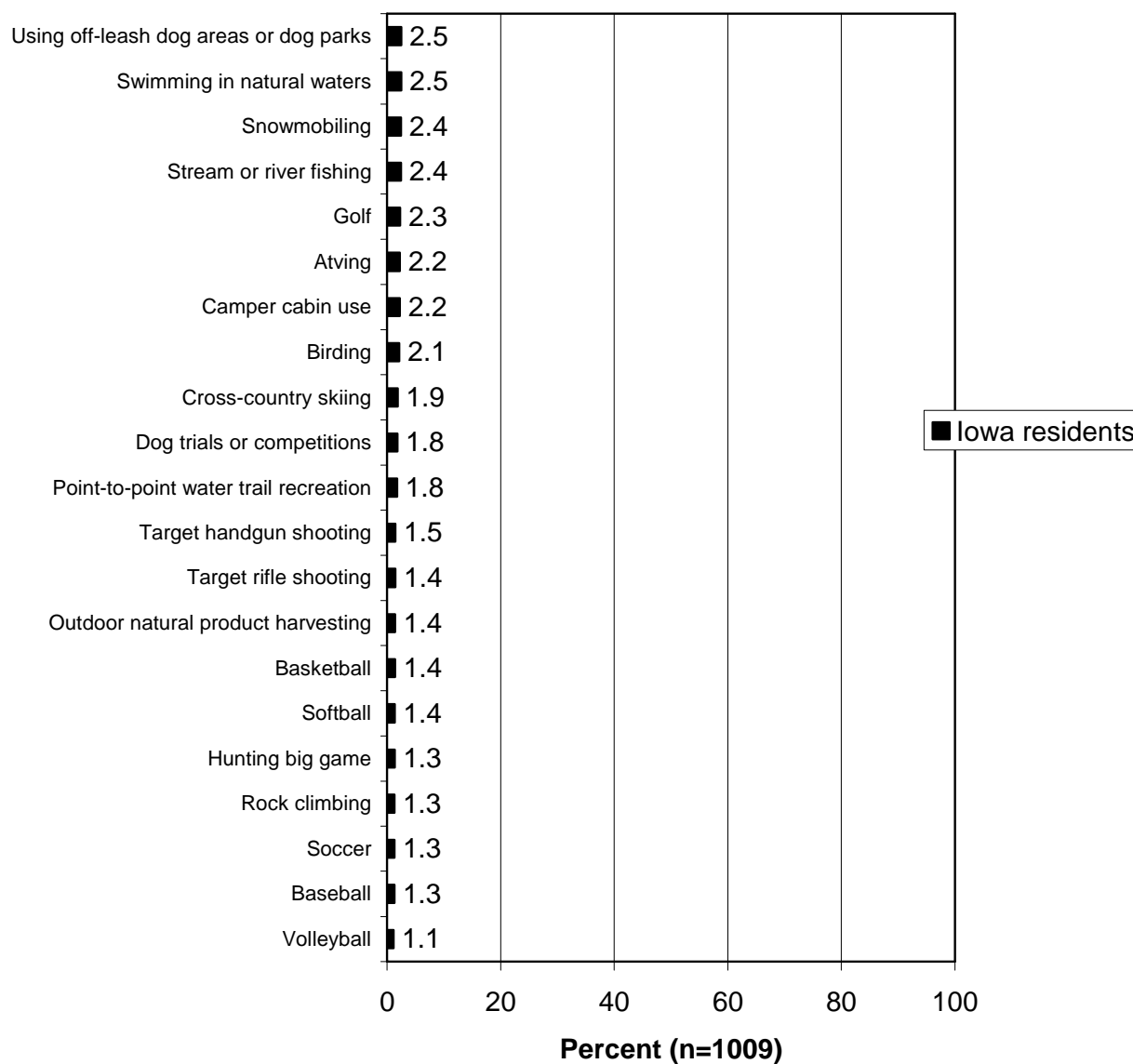
Latent demand: Percent of WEST REGION who are very interested in participating in the following activities in the next 2 years minus the percent who have participated in them in Iowa in the past 2 years.
(Part 3)



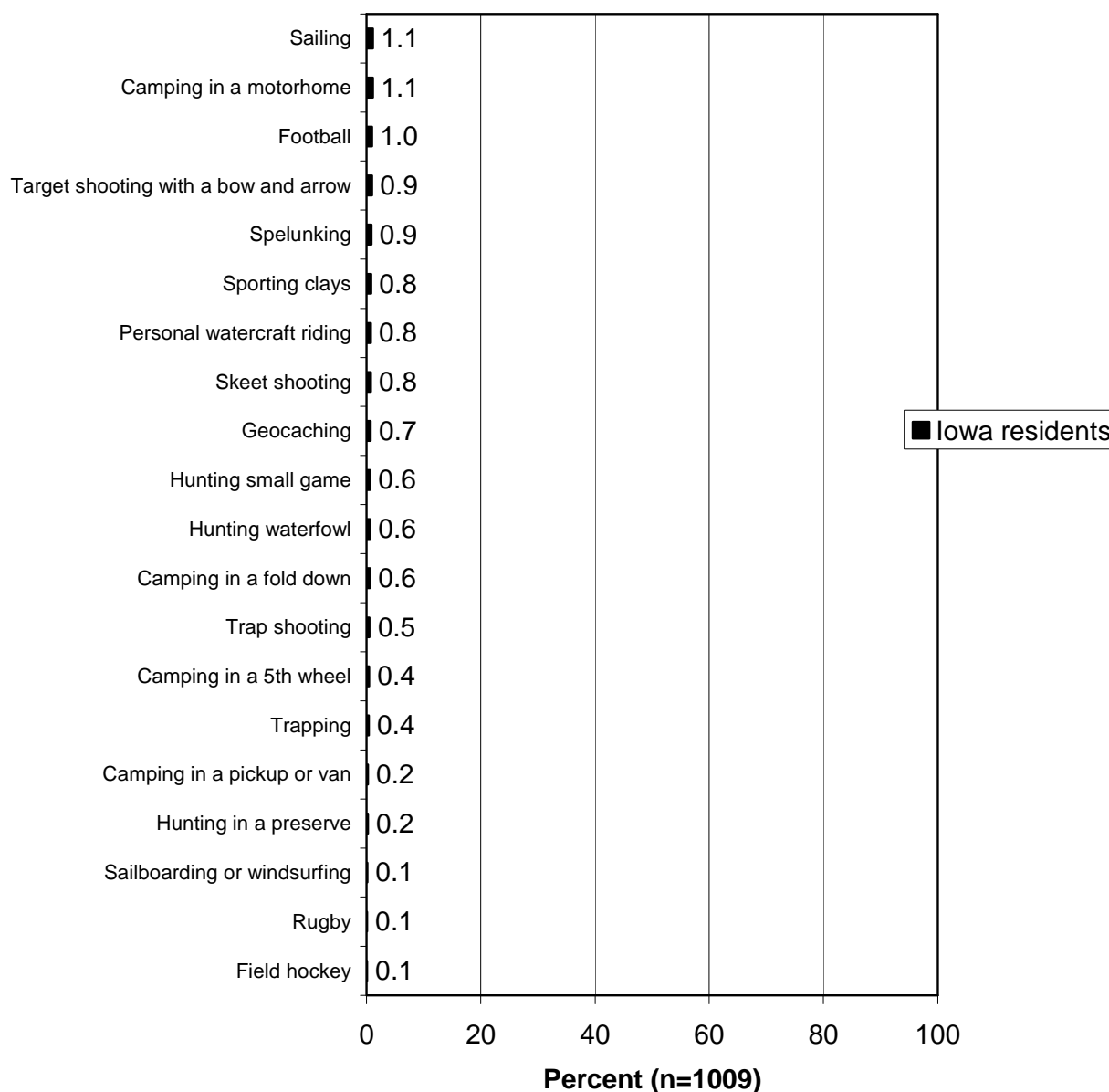
Q509, Q515, Q518. You have named one or more activities that you are interested in, but in which you did not participate in the past 2 years. Which two of those activities are you most interested in participating in the next 2 years? (Among all respondents.)
(Part 1)



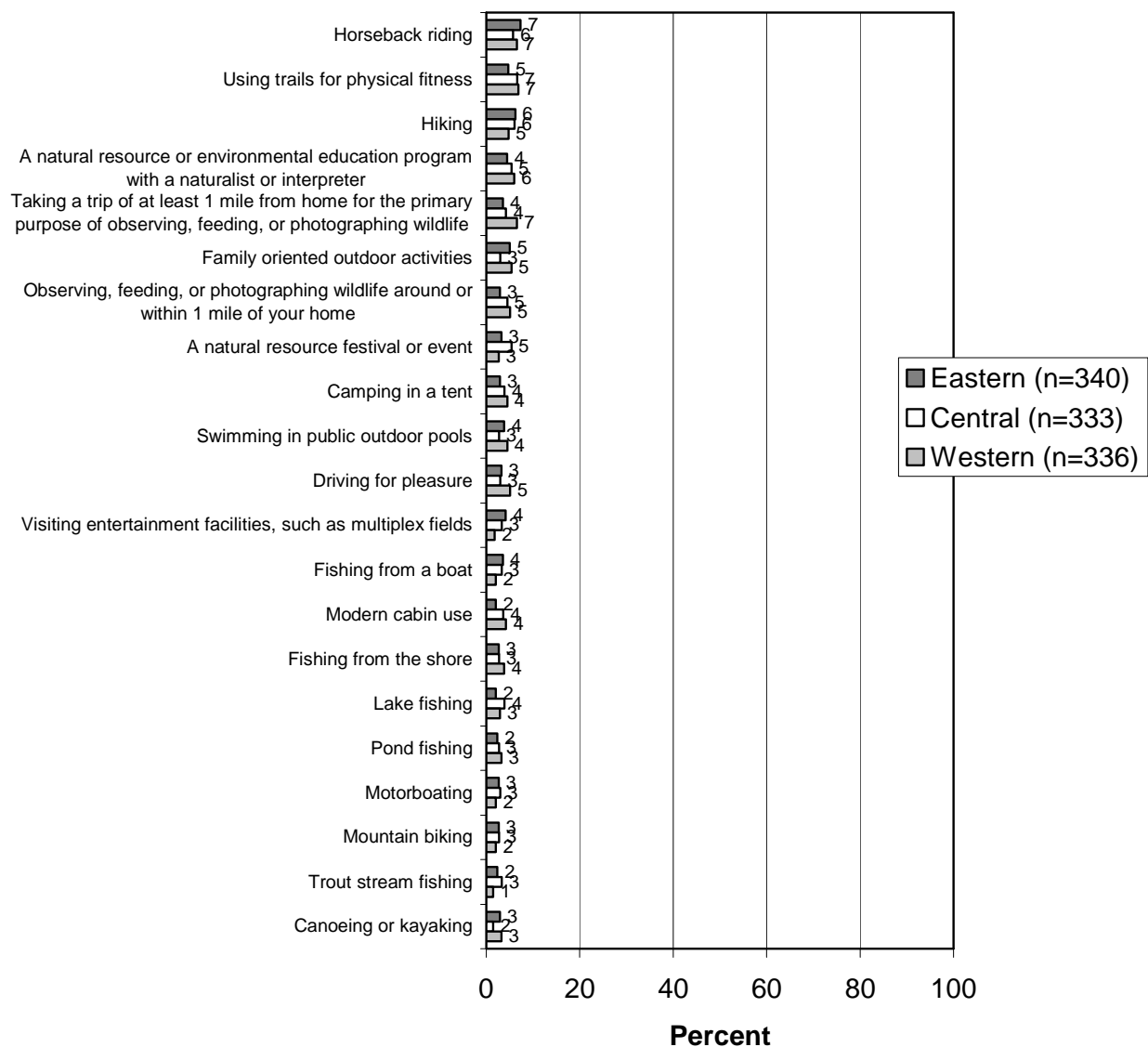
Q509, Q515, Q518. You have named one or more activities that you are interested in, but in which you did not participate in the past 2 years. Which two of those activities are you most interested in participating in the next 2 years? (Among all respondents.)
(Part 2)



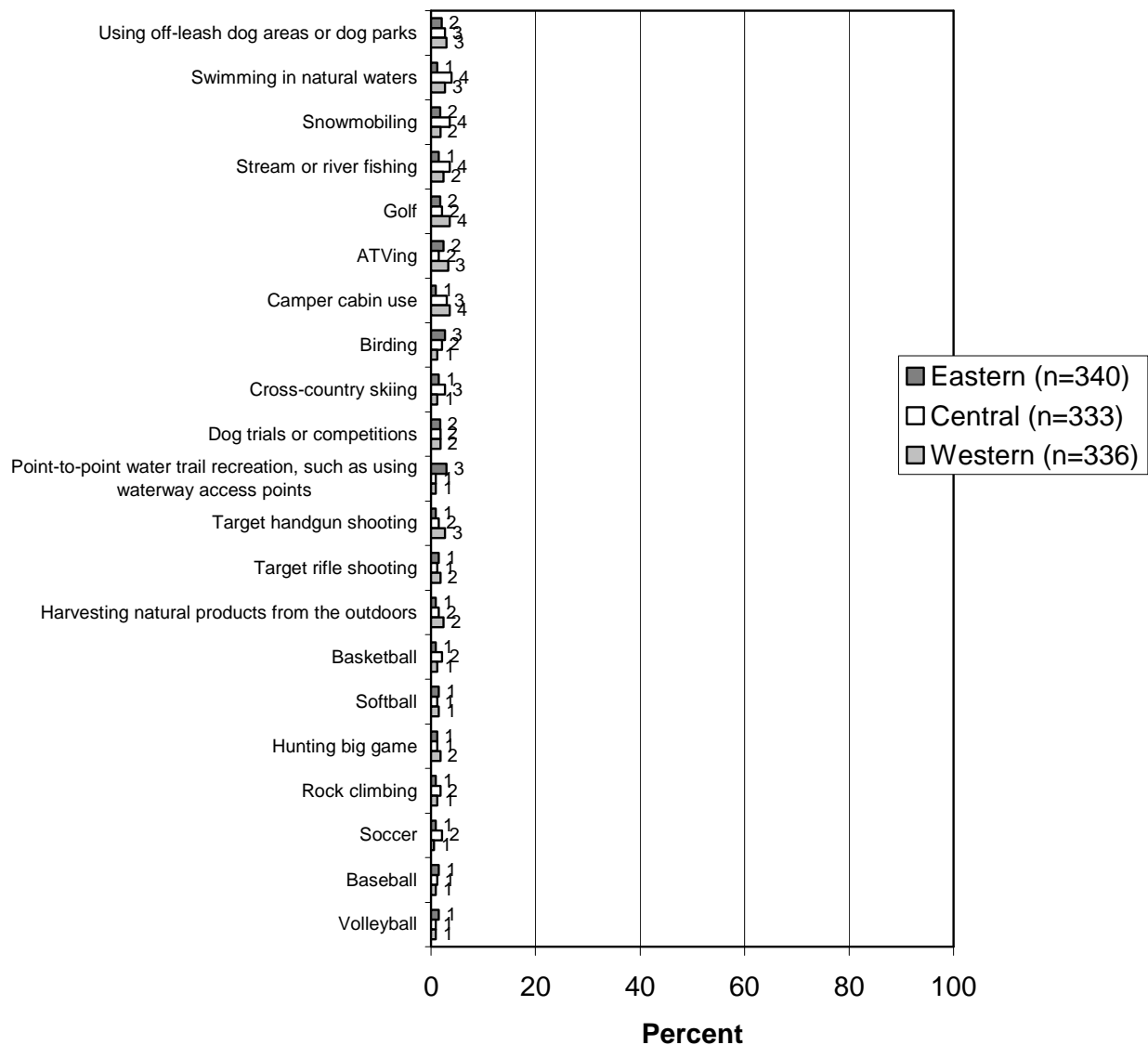
Q509, Q515, Q518. You have named one or more activities that you are interested in, but in which you did not participate in the past 2 years. Which two of those activities are you most interested in participating in the next 2 years? (Among all respondents.)
(Part 3)



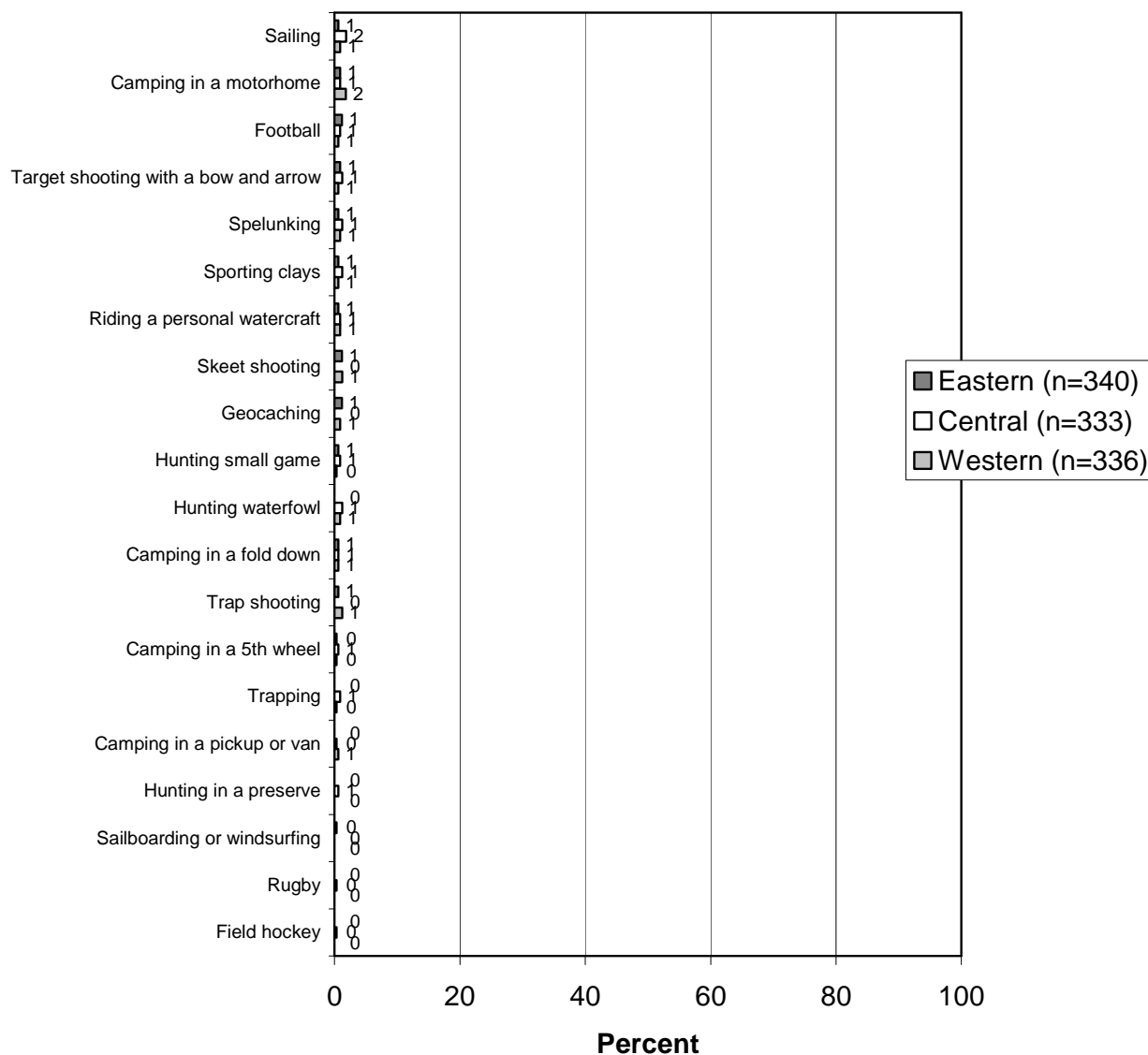
Q509, Q515, Q518. You have named one or more activities that you are interested in, but in which you did not participate in the past 2 years. Which 2 of those activities are you most interested in participating in the next 2 years? (Among all respondents.)
(Part 1)



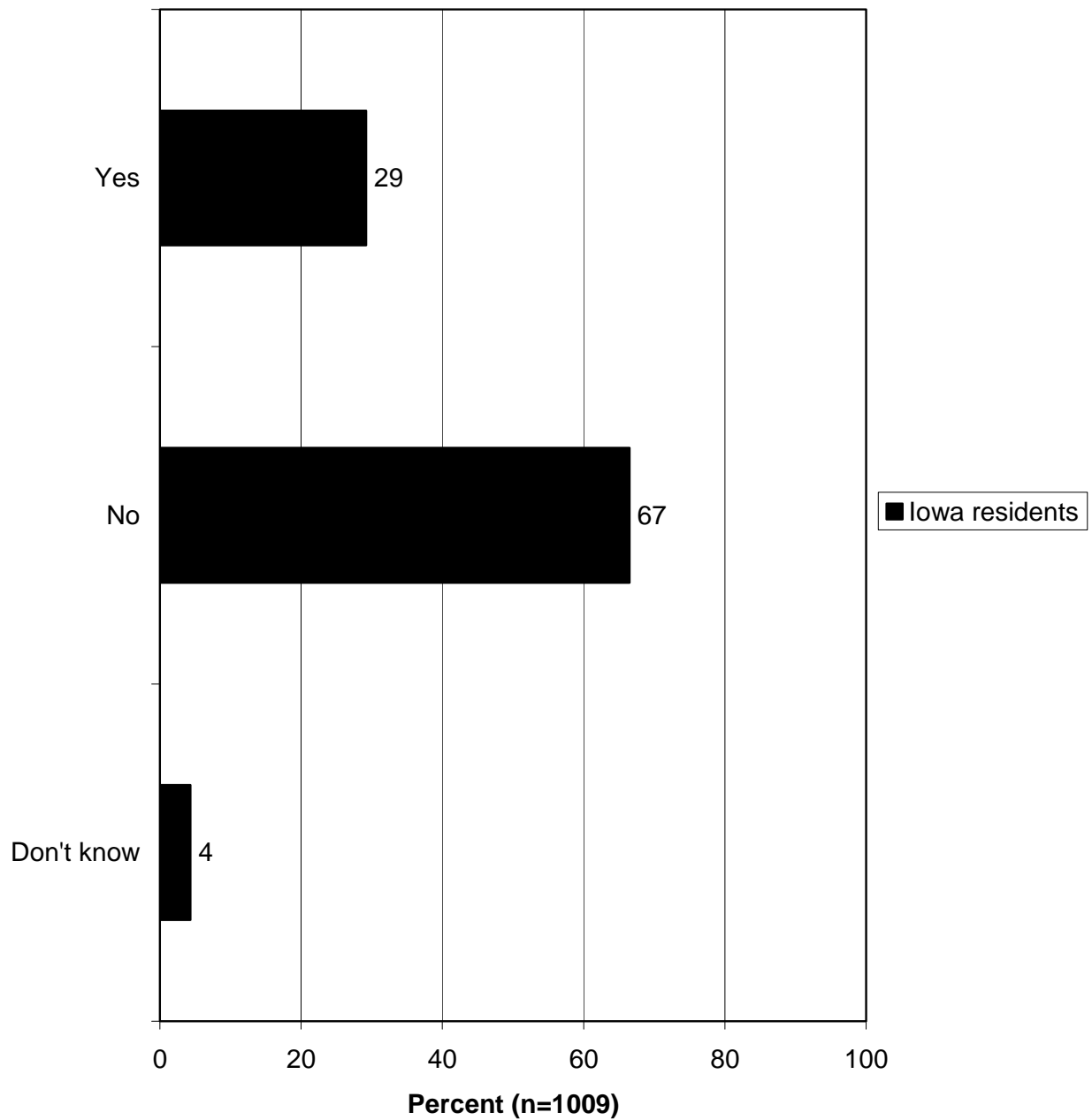
Q509, Q515, Q518. You have named one or more activities that you are interested in, but in which you did not participate in the past 2 years. Which 2 of those activities are you most interested in participating in the next 2 years? (Among all respondents.)
(Part 2)



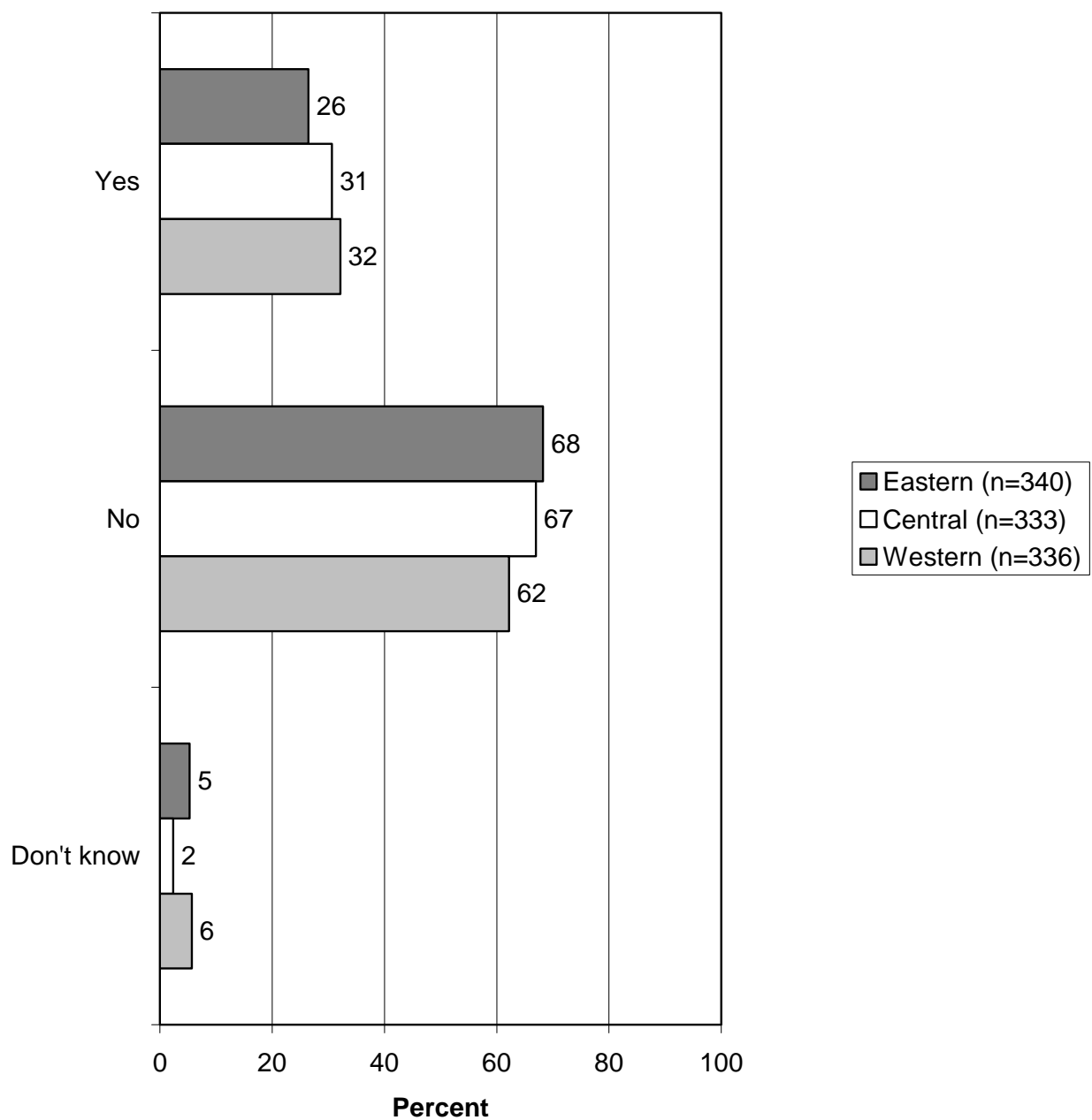
Q509, Q515, Q518. You have named one or more activities that you are interested in, but in which you did not participate in the past 2 years. Which 2 of those activities are you most interested in participating in the next 2 years? (Among all respondents.)
(Part 3)



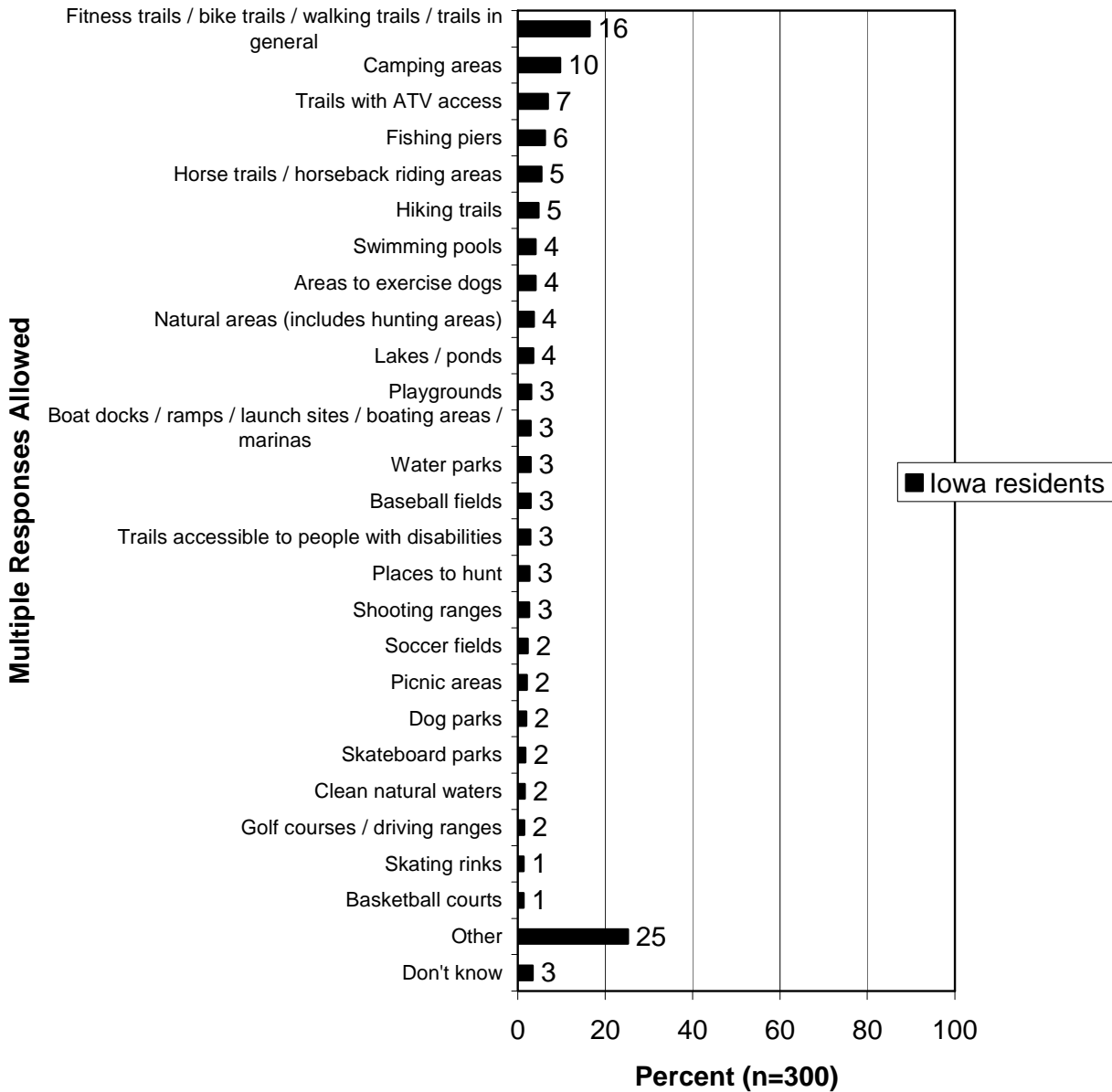
Q532. Are there any outdoor recreational facilities or areas you would like to see added in your area?



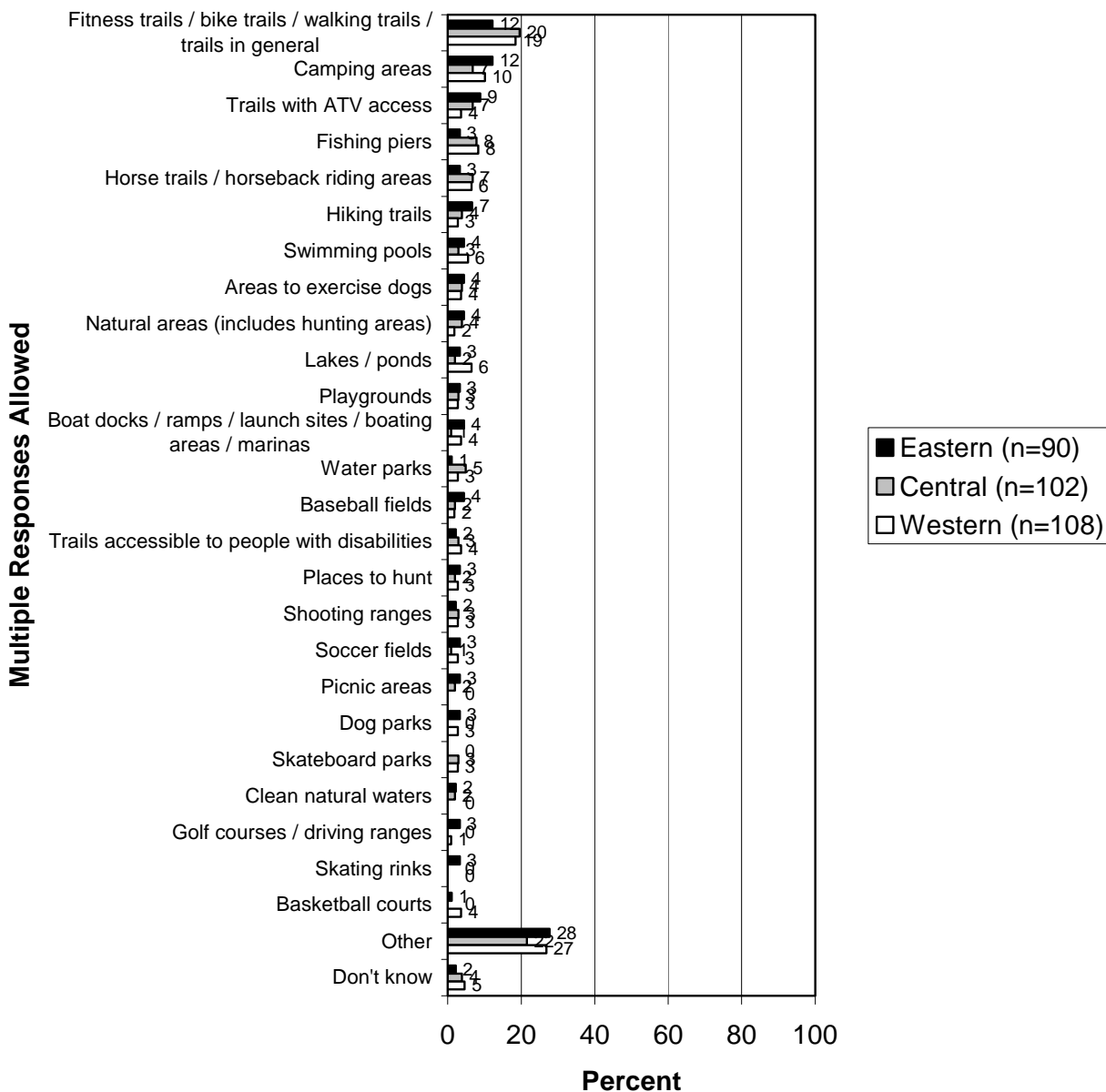
Q532. Are there any outdoor recreational facilities or areas you would like to see added in your area?



**Q534. What types of outdoor recreational facilities or areas you would like to see added in your area?
(Asked of those who would like to see outdoor recreational facilities or areas added in their area.)**



**Q534. What types of outdoor recreational facilities or areas you would like to see added in your area?
(Asked of those who would like to see outdoor recreational facilities or areas added in their area.)**



RATING OF AVAILABILITY OF OPPORTUNITIES FOR, QUALITY OF, AND SATISFACTION WITH ACTIVITIES

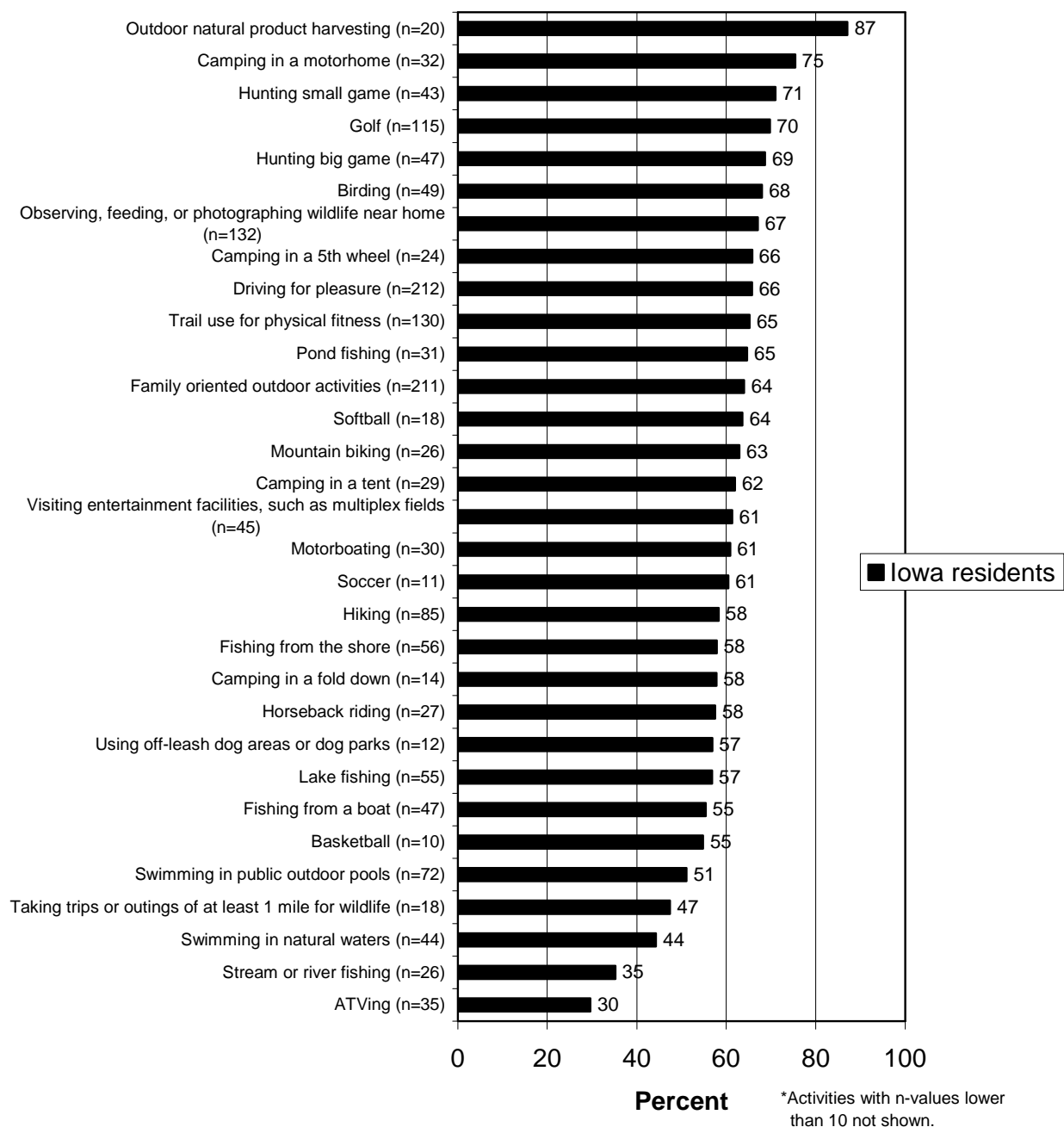
- The survey asked respondents about their satisfaction with the two activities in which they participated the most. Satisfaction is highest with harvesting natural products from the outdoors (87% are *very* satisfied), camping in a motorhome (75% *very* satisfied), hunting small game (71% *very* satisfied), and golf (70% *very* satisfied). Dissatisfaction is highest for using off-leash dog areas (32% are very or somewhat dissatisfied), using an ATV (26% very or somewhat dissatisfied), and horseback riding (20% very or somewhat dissatisfied).
- The top-ranked *wildlife-related activities* (based on percentage who are *very* satisfied with the activity) are harvesting natural products (87% *very* satisfied), camping in a motorhome (75%), hunting small game (71%), hunting big game (69%), birding (68%), viewing wildlife near home (67%), camping in a 5th wheel (66%), and pond fishing (65%). The greatest dissatisfaction is for taking trips to view wildlife (17% are somewhat or very dissatisfied) and hunting small game (15%).
 - Majorities are *very* satisfied with two *motorized activities*: driving for pleasure (66% *very* satisfied) and motorboating (61%). ATVing has the highest dissatisfaction (26% are dissatisfied).
 - Satisfaction is fairly high for all *competitive sports* on the ranking: golf (70% *very* satisfied), softball (64%), soccer (61%), and basketball (55%). Only basketball had any respondents saying that they are dissatisfied (6% are dissatisfied).
 - The top *water-related activities* are pond fishing (65% *very* satisfied), motorboating (61%), fishing from the shore (58%), lake fishing (57%), and fishing from a boat (55%). The most dissatisfaction is for swimming in natural waters (12% are dissatisfied).
 - Four of the five *fishing activities* for which there was sufficient sample size have a majority saying that they are *very* satisfied with it: pond fishing (65%), fishing from the shore (58%), lake fishing (57%), and fishing from a boat (55%). All the fishing activities have low dissatisfaction rates (all at 7% or less dissatisfied).
 - All four *camping activities* for which there was sufficient sample size have a majority saying that they are *very* satisfied with it: camping in a motorhome (75%), camping in a 5th wheel (66%), camping in a tent (62%), and camping in a fold down (58%). All the camping activities have low dissatisfaction rates (all at 8% or less dissatisfied).

- The survey asked Iowa residents whether they think that the quality of each outdoor recreational activity had improved, declined, or remained the same over the past 5 years. The activities with the best “improvement” ratings (based on the percentage who say that the quality of the activity improved) are trail use for physical fitness (70% say it has improved), golf (65%), entertainment facilities such as multiplex fields (62%), and swimming in public outdoor pools (59%). The worst ratings, based on the percentage who said the quality of the activity declined, are for stream or river fishing (38% say it has declined), fishing from a boat (29%), ATVing (28%), and swimming in natural waters (26%)—all with more than a quarter saying the quality of the activity has declined.
- The most improved *wildlife-related activities* are camping in a motorhome (53% say the quality of this activity has improved), hiking (52%), and camping in a tent (46%). The highest negative ratings (based on the percentage who said the activity has declined) are for stream or river fishing (38% say it has declined) and fishing from a boat (29% say it has declined).
 - The most improved *motorized activity* is driving for pleasure (36% say this has improved). ATVing has the worst ratings of decline (28% say it has declined).
 - Golf (65%) and soccer (54%) are the most improved *competitive sports*. None of the competitive sports had more than 11% saying it had declined—soccer being at the top (11% say it declined).
 - One *water-related activity* had a markedly higher percentage saying it had improved: swimming in public outdoor pools (59%). The worst ratings are for stream or river fishing (38% say it declined), fishing from a boat (29% say it declined), and swimming in natural waters (26% say it declined).
 - The most improved *fishing activity* is lake fishing (31%). The worst ratings are for stream or river fishing (38% say it declined) and fishing from a boat (29% say it declined).
 - A majority thought that *camping* in a motorhome had improved (53%), and substantial percentages thought that camping in a tent (46%) and camping in a 5th wheel (42%) had improved. The worst-rated camping activity is camping in a 5th wheel (12% say it declined), closely followed by camping in a tent (10%).

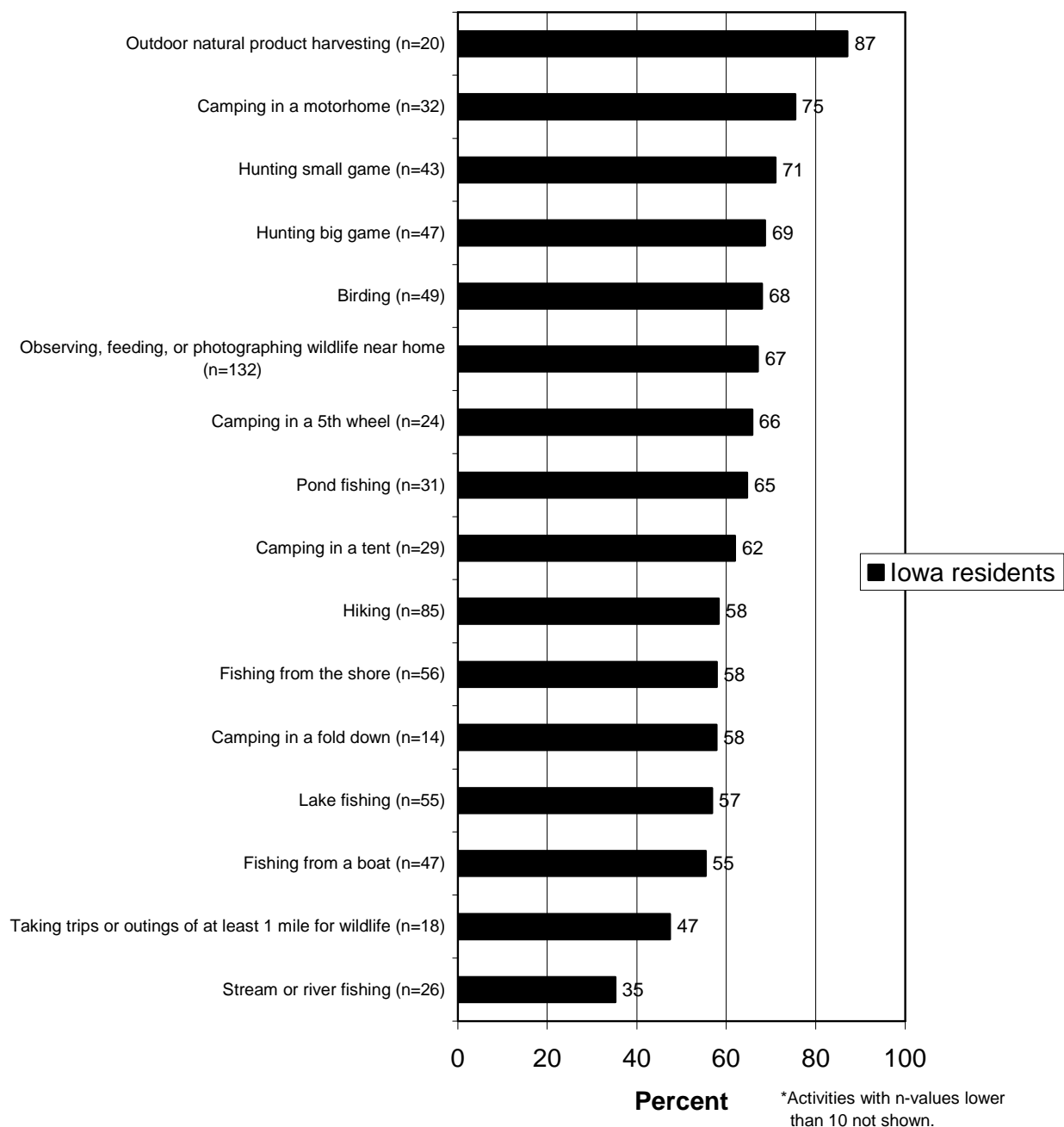
- The survey asked Iowa residents to rate the availability of the two activities in which they said they participated most. At the top (based on the percent who rate availability as excellent) are golf (52% rate it excellent), birding (49%), camping in a motorhome (46%), and wildlife viewing near home (46%).
- Of *wildlife-related activities*, birding (49% say excellent), camping in a motorhome (46%), wildlife viewing near home (46%), small game hunting (43%), and big game hunting (43%) all have more than 40% saying that their availability is excellent.
 - Of *motorized activities*, driving for pleasure (43%) and motorboating (20%) top the list.
 - Of *competitive sports*, golf (52%) and basketball (36%) have the best availability ratings.
 - Of *water-related activities*, swimming in public outdoor pools (40%), pond fishing (40%), and lake fishing (37%) are at the top of the ranking.
 - Of types of *fishing*, pond fishing (40%), lake fishing (37%), and fishing from the shore (32%) top the list.
 - Of *camping activities*, camping in a motorhome (46%), camping in a fold down (39%), and camping in a 5th wheel (32%) all have close to a third or more saying availability is excellent.
 - The poorest ratings are for the availability of ATV areas (33% said availability is poor) and off-leash dog areas (32%). Graphs showing poor ratings by type of activity are also shown.
- In questions similar to those discussed immediately above, the survey asked respondents to rate the state's efforts to provide opportunities for the various activities. The top-ranked activities (based on the percentage rating the state's efforts at providing the activity as excellent) are soccer (49%), trails for physical fitness (43%), golf (40%), and harvesting natural products (40%).
- The *wildlife-related activities* with the best ratings vis-à-vis the state's efforts to provide opportunities for them are harvesting natural products (40% rate the state's efforts as excellent), lake fishing (36%), camping in a motorhome (32%), and hunting big game (30%). The activity with the highest "poor" rating is taking a trip of at least 1 mile for wildlife viewing (20% rate the state's efforts as poor).

- The top-ranked *motorized activities* are driving for pleasure (24% gave an excellent rating) and motorboating (17%). ATVing has the highest “poor” ratings (31%).
 - The top-ranked *competitive sports* are soccer (49% gave an excellent rating) and golf (40%). None of the competitive sports has a particularly high “poor” rating.
 - The top-ranked *water-related activities* are lake fishing (36% gave an excellent rating) and swimming in public outdoor pools (33%). None of the water-related activities has a particularly high “poor” rating.
 - The top *fishing activities* are lake fishing (36% gave an excellent rating), pond fishing (27%), and fishing from the shore (25%). Only fishing from a boat has any respondents who rate the state’s efforts as poor (9%).
 - The top-ranked *camping activity* is camping in a motorhome (32% gave an excellent rating). Camping in a tent has the highest “poor” rating (12%).
- Iowa residents overwhelmingly feel safe while participating in outdoor recreation in Iowa: 93% feel safe, and only 2% feel unsafe.
- Lack of law enforcement presence and crime in general are common reasons that respondents feel unsafe, but the percentage of respondents overall who say this is very, very low, as only those respondents who feel unsafe were asked the follow-up question.

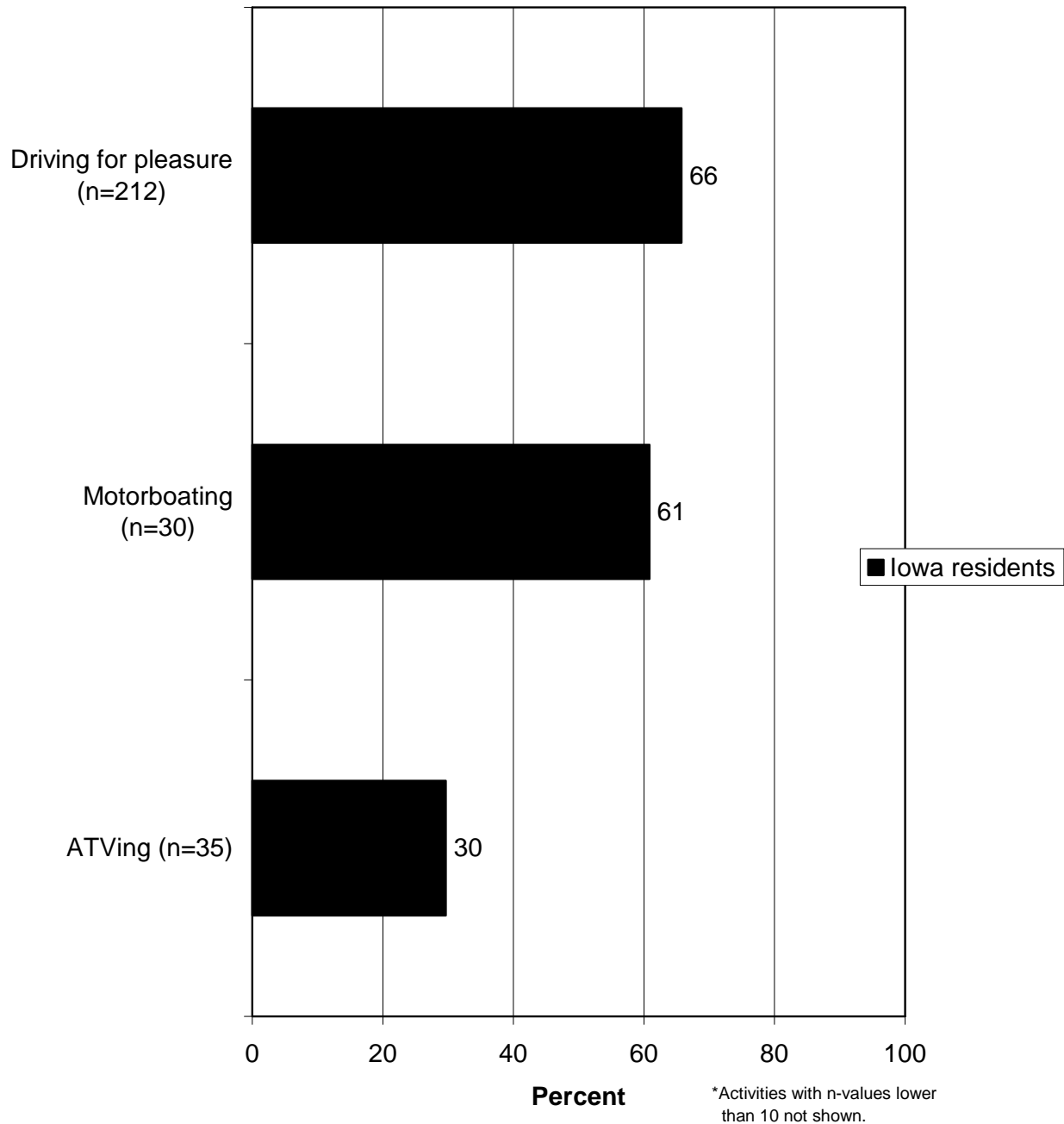
Q431, Q440. Percent who are very satisfied with their Iowa [activity] experiences in the past 2 years. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



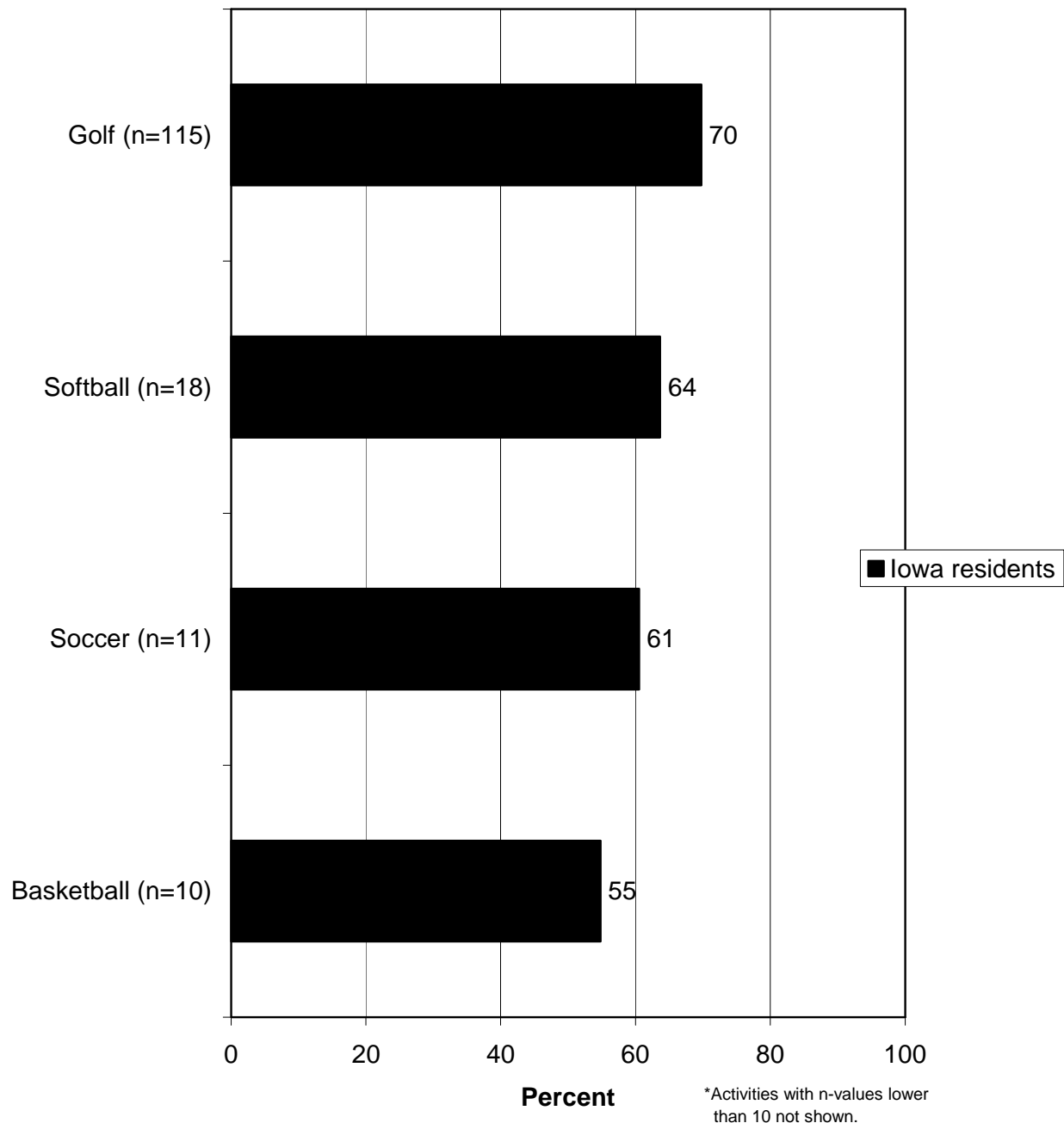
**Q431, Q440. Percent who are very satisfied with their Iowa [activity] experiences in the past 2 years.
(Wildlife-Related Activities, Including Hiking and Camping)**



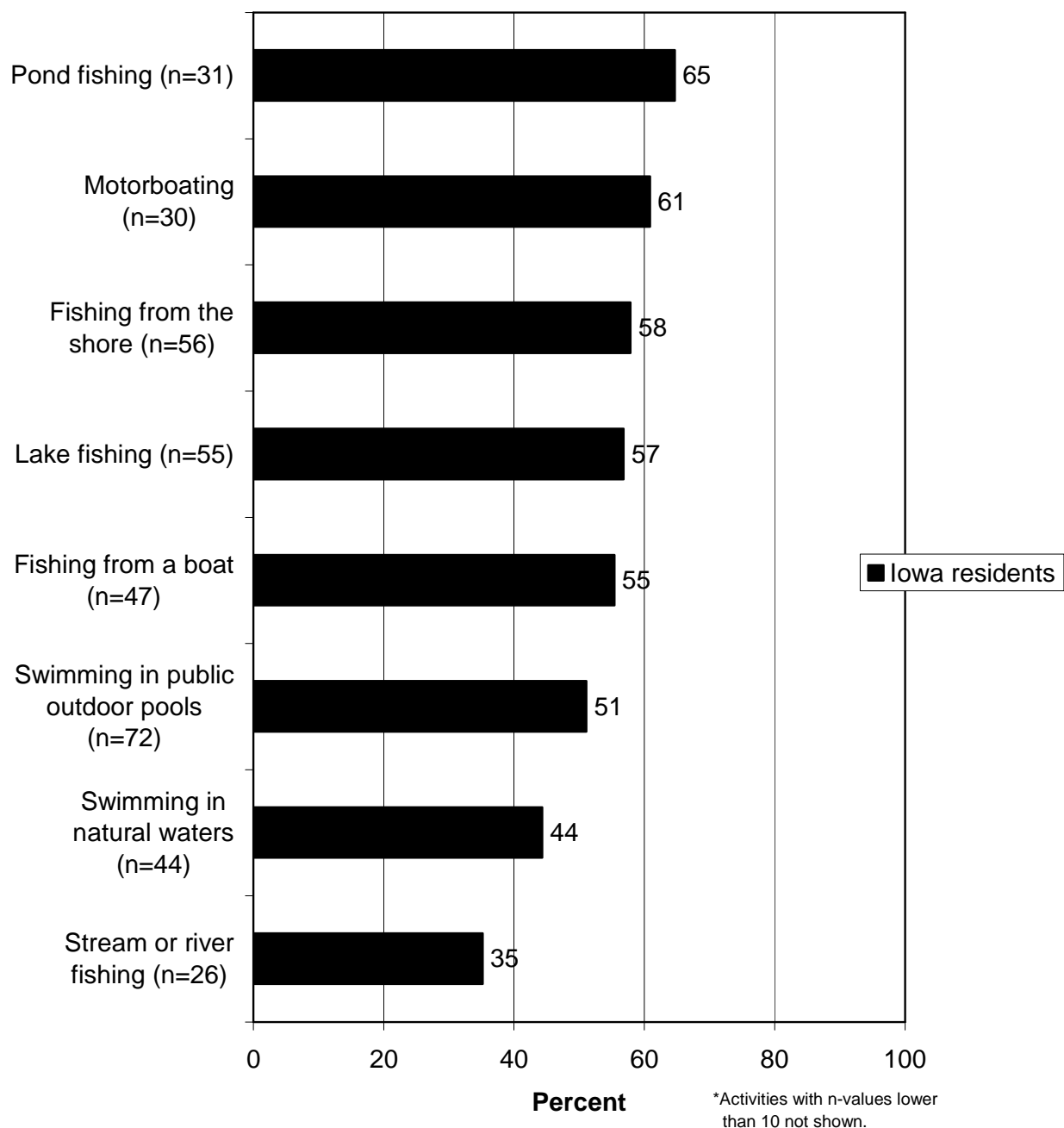
**Q431, Q440. Percent who are very satisfied with
their Iowa [activity] experiences in the past 2 years.
(Motorized Activities)**



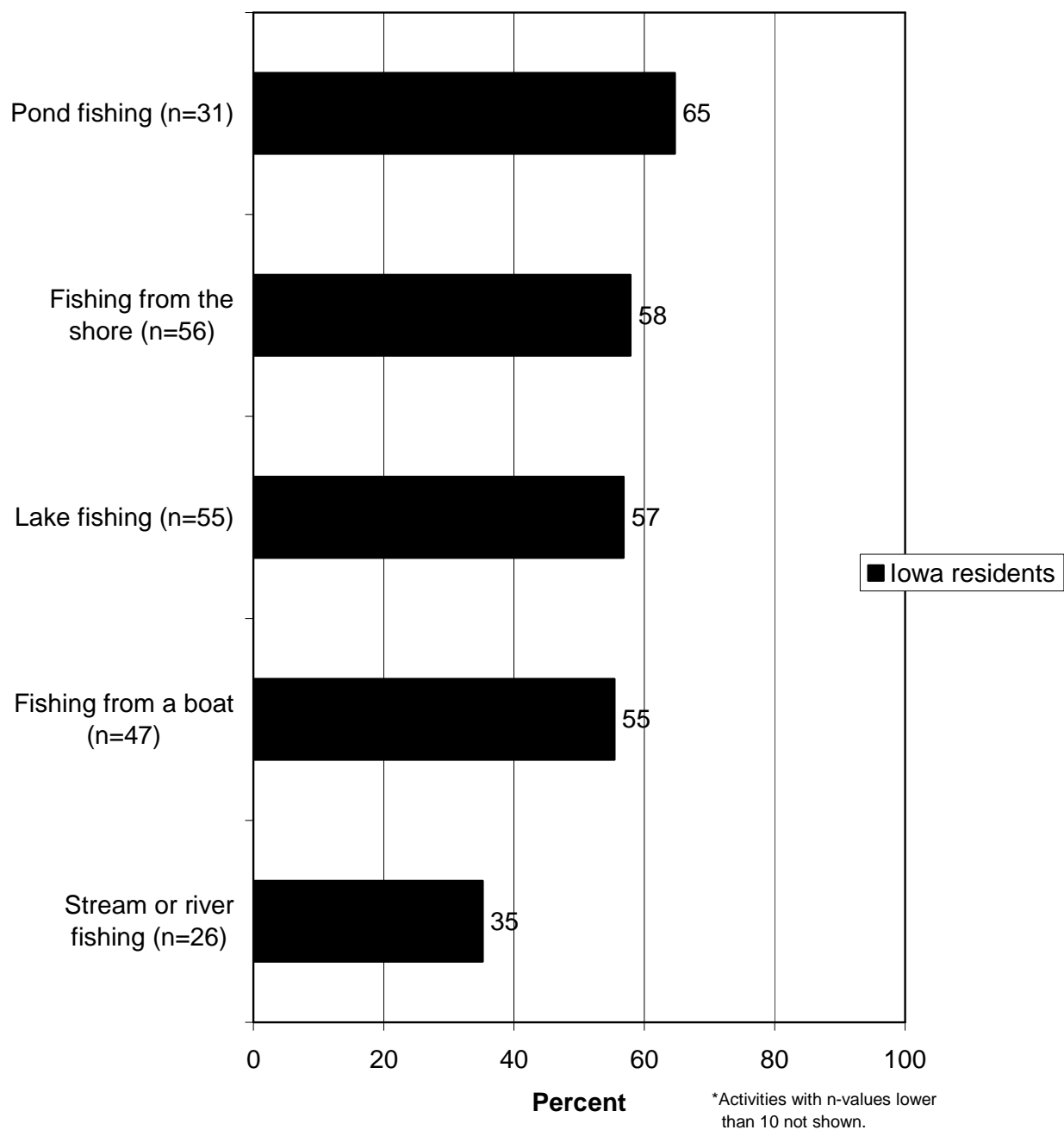
**Q431, Q440. Percent who are very satisfied with
their Iowa [activity] experiences in the past 2 years.
(Competitive Sports - Individual and Team Sports)**



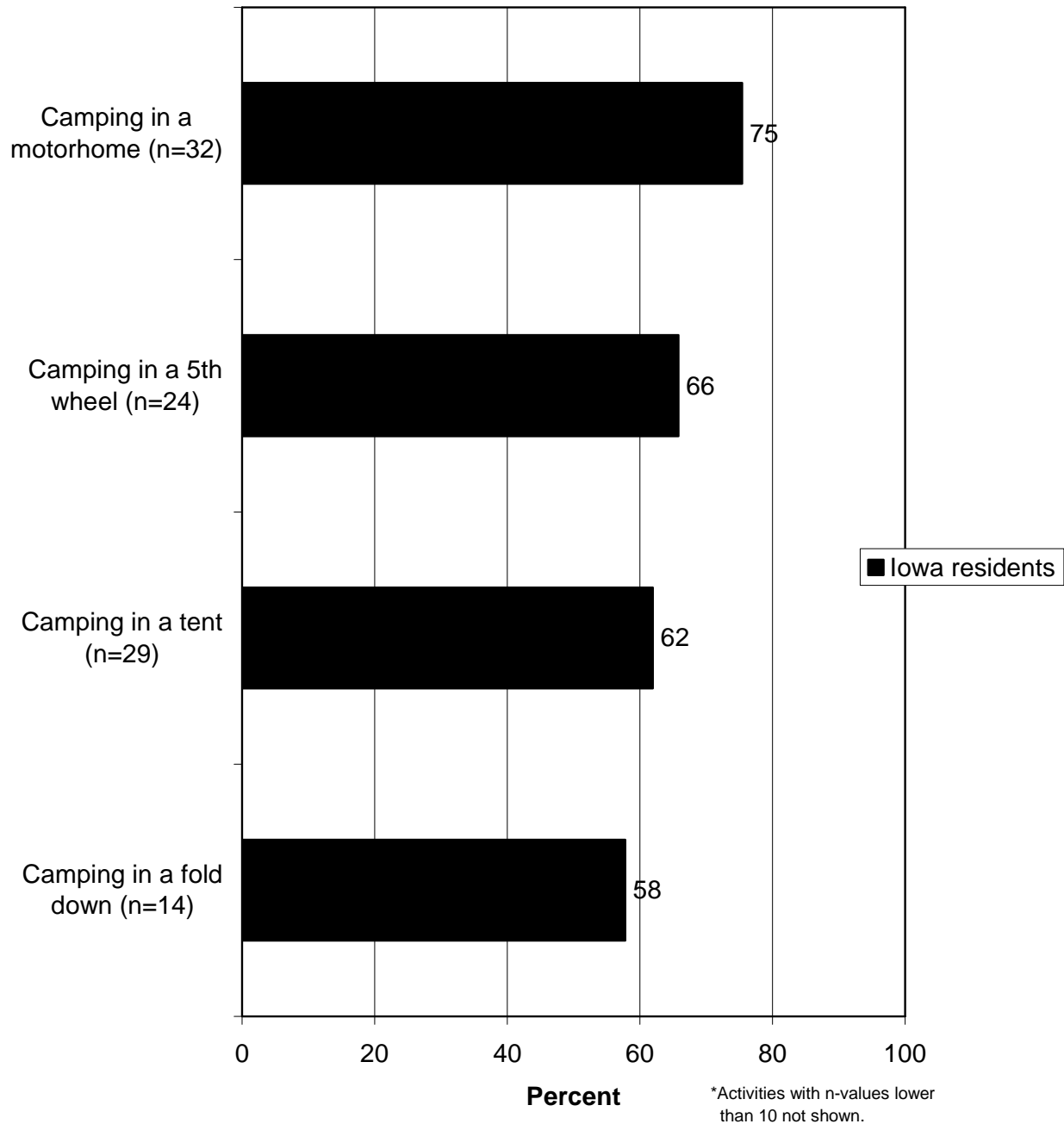
**Q431, Q440. Percent who are very satisfied with
their Iowa [activity] experiences in the past 2 years.
(Water-Related Activities)**



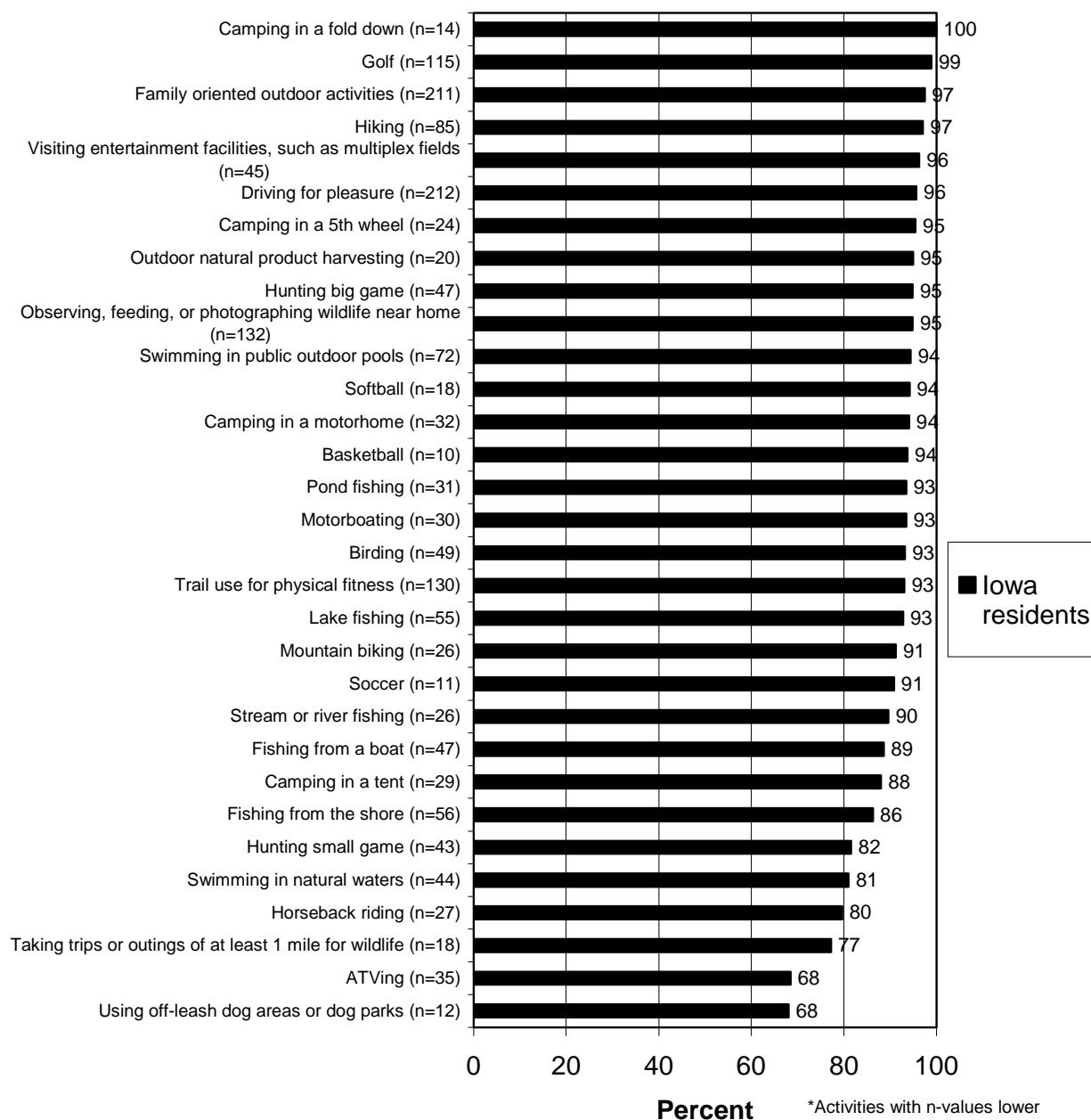
**Q431, Q440. Percent who are very satisfied with
their Iowa [activity] experiences in the past 2 years.
(Fishing)**



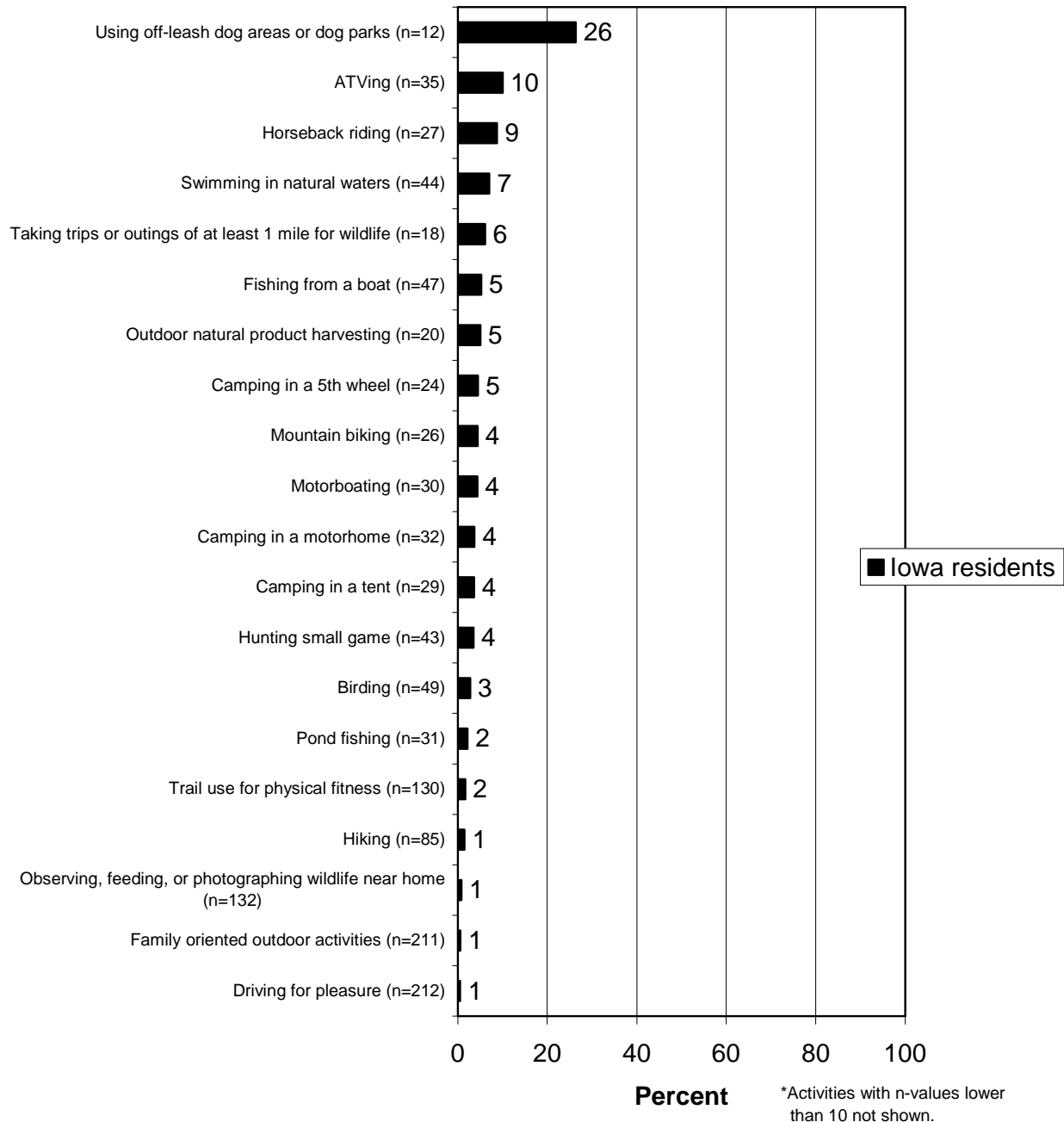
**Q431, Q440. Percent who are very satisfied with
their Iowa [activity] experiences in the past 2 years.
(Camping)**



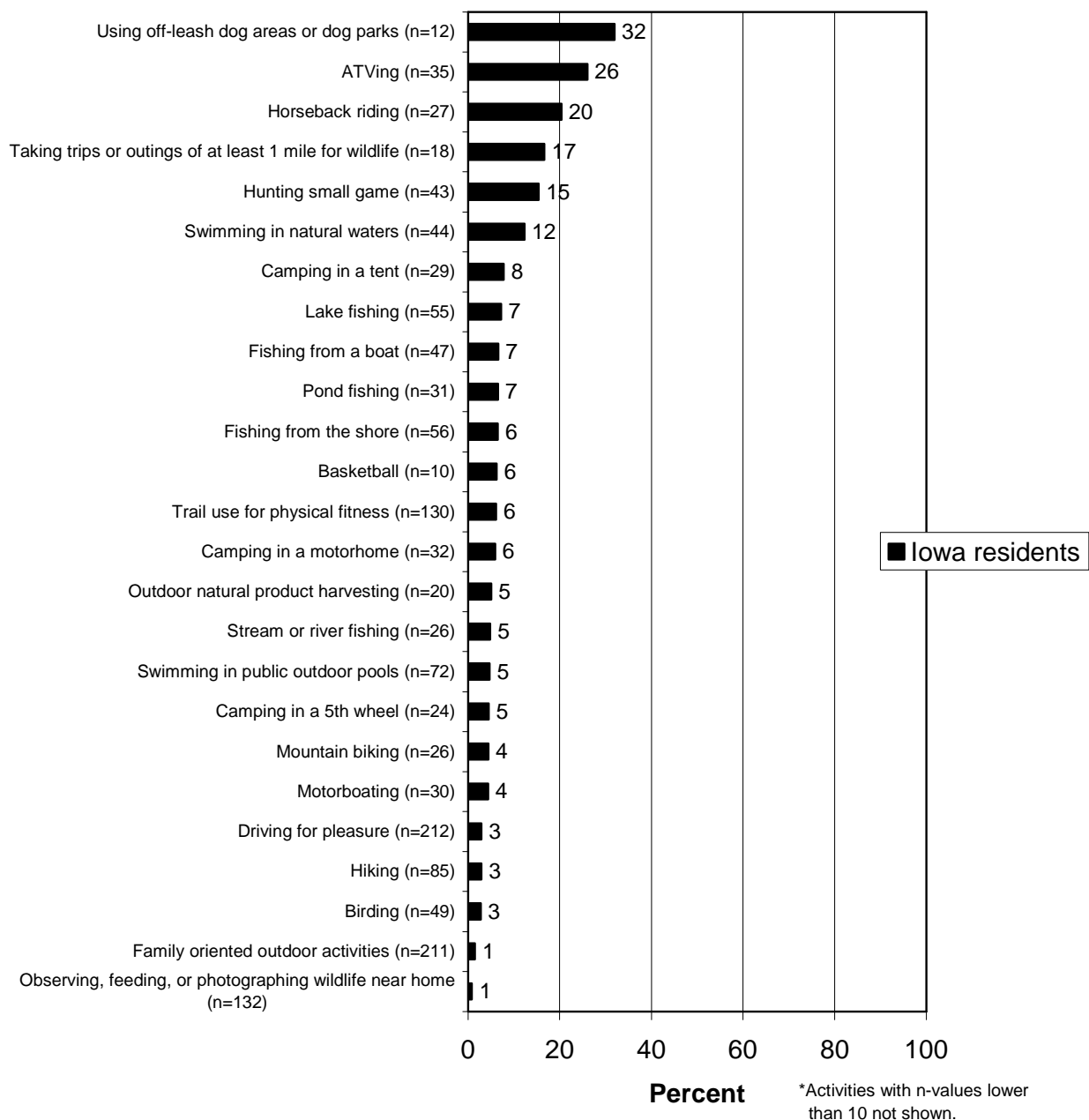
Q431, Q440. Percent who are very or somewhat satisfied with their Iowa [activity] experiences in the past 2 years. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



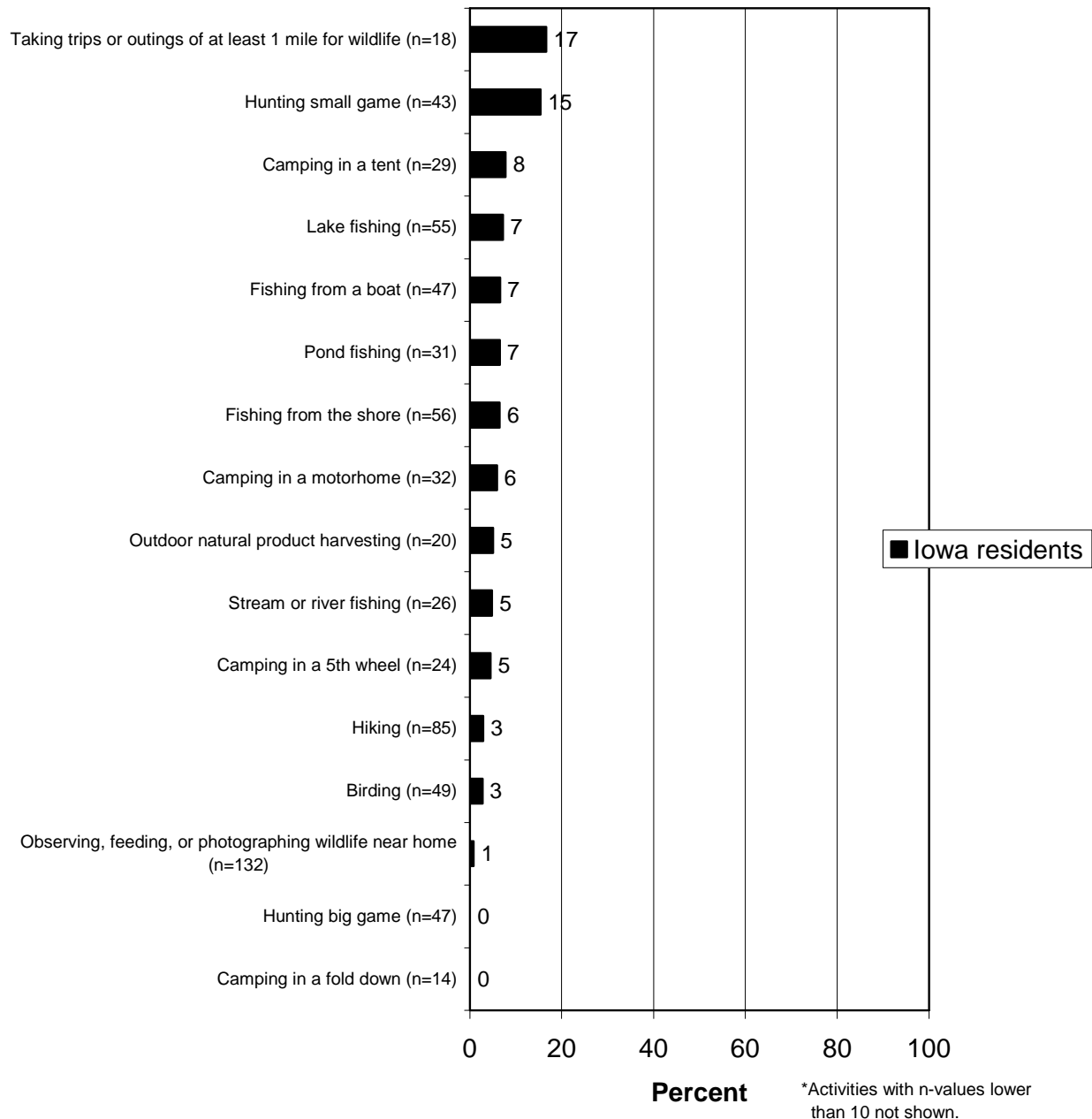
Q431, Q440. Percent who are very dissatisfied with their Iowa [activity] experiences in the past 2 years. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



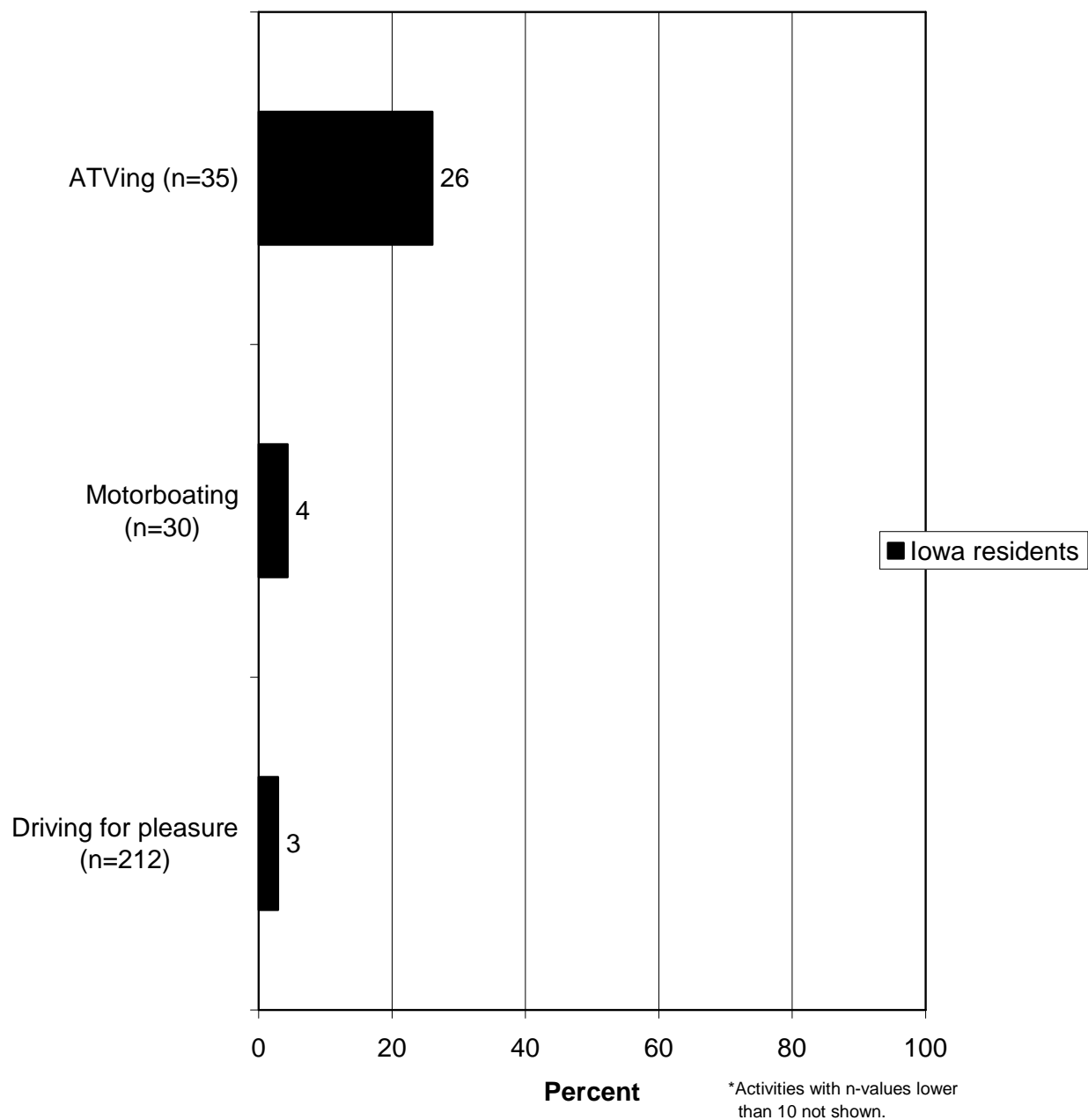
Q431, Q440. Percent who are very or somewhat dissatisfied with their Iowa [activity] experiences in the past 2 years. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



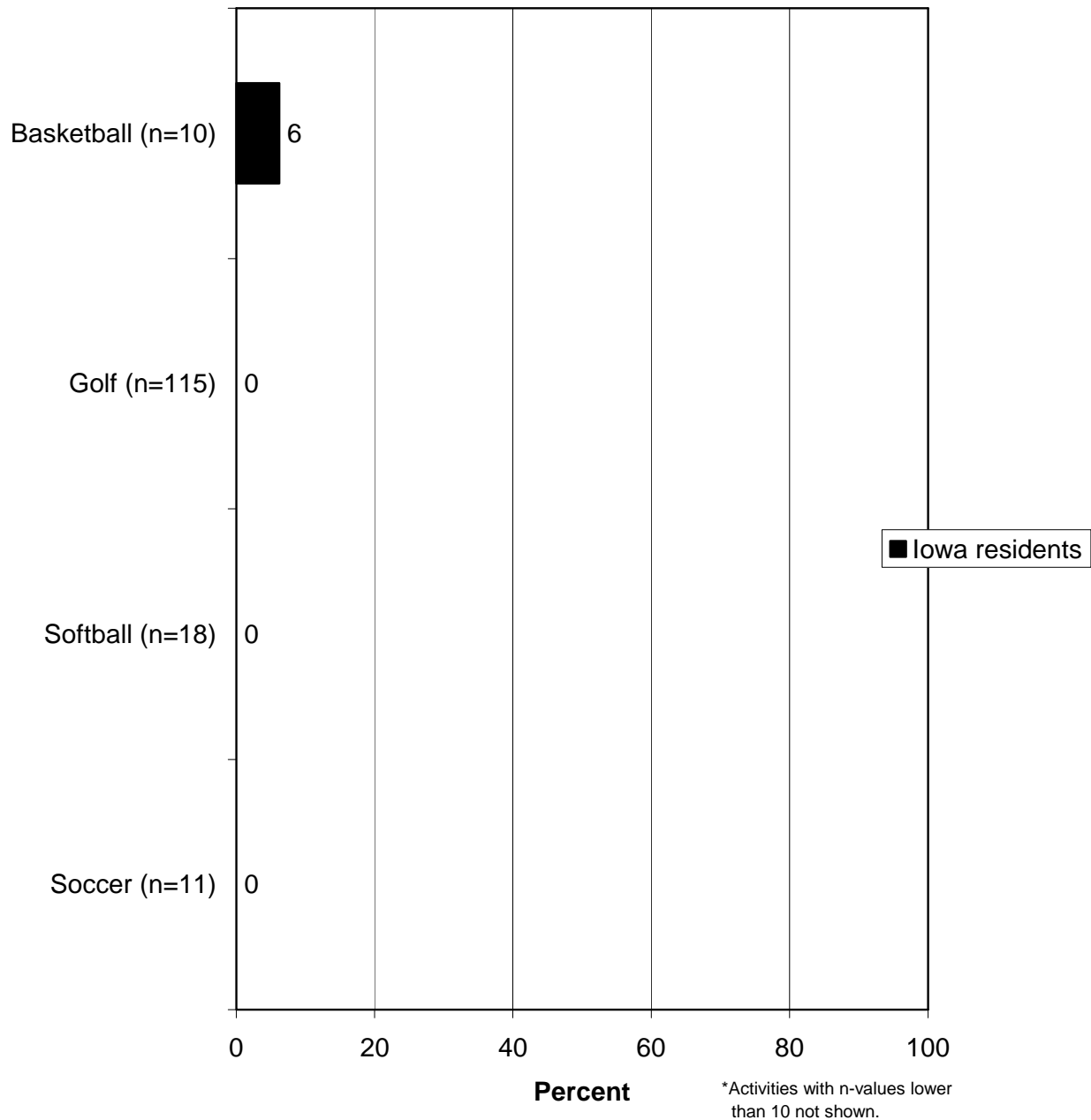
Q431, Q440. Percent who are very or somewhat dissatisfied with their Iowa [activity] experiences in the past 2 years. (Wildlife-Related Activities, Including Hiking and Camping)



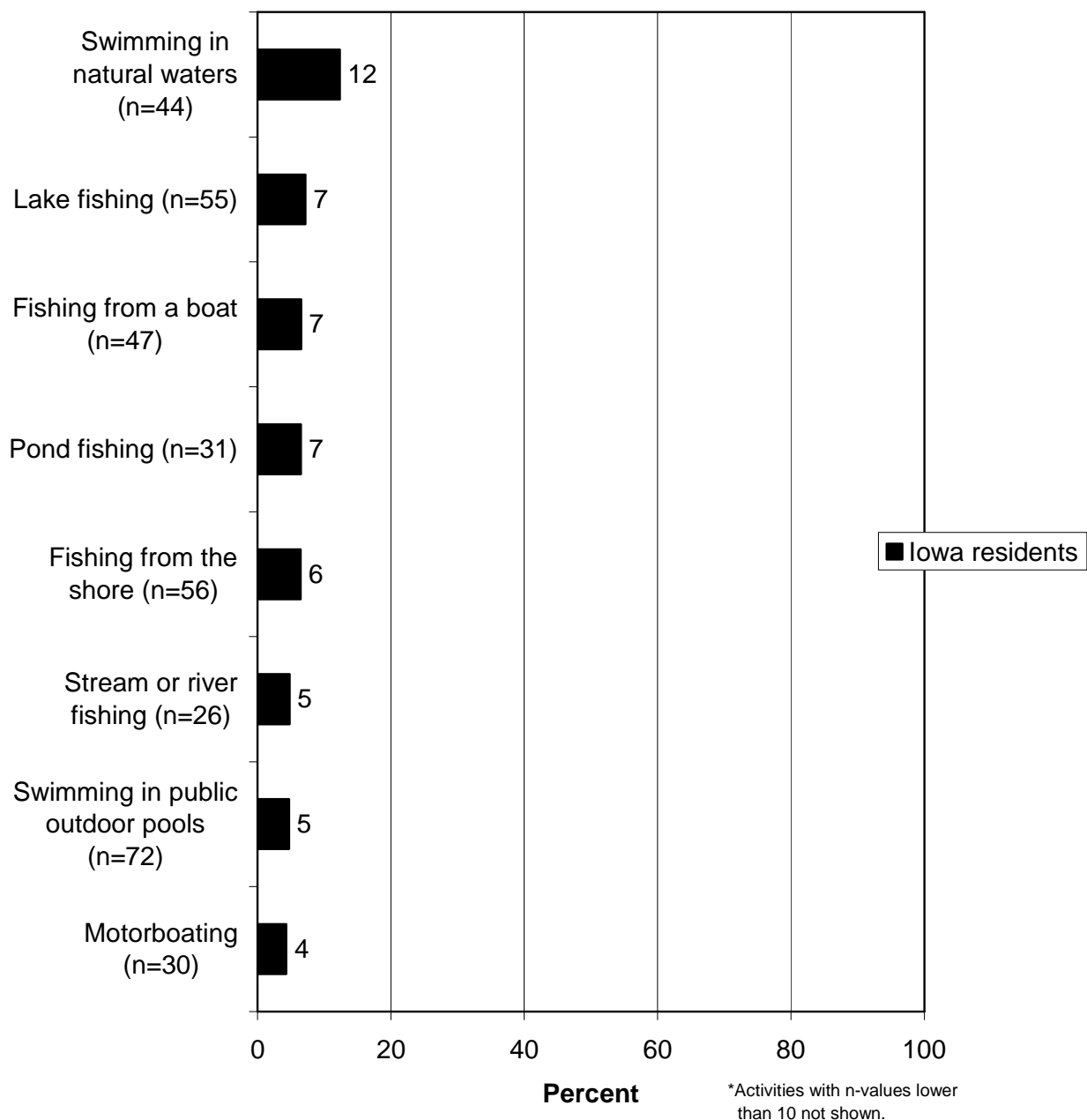
Q431, Q440. Percent who are very or somewhat dissatisfied with their Iowa [activity] experiences in the past 2 years. (Motorized Activities)



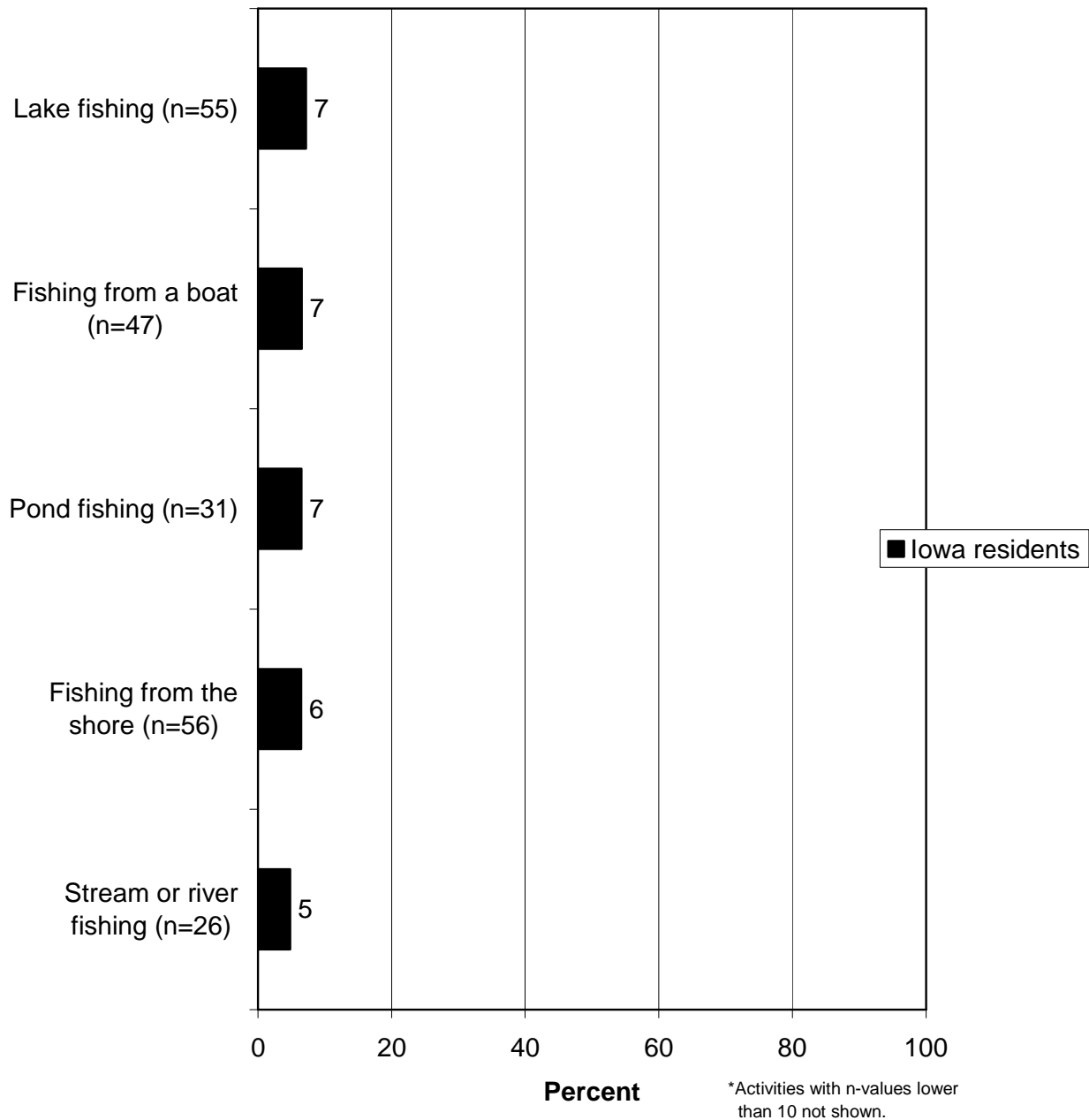
Q431, Q440. Percent who are very or somewhat dissatisfied with their Iowa [activity] experiences in the past 2 years. (Competitive Sports - Individual and Team Sports)



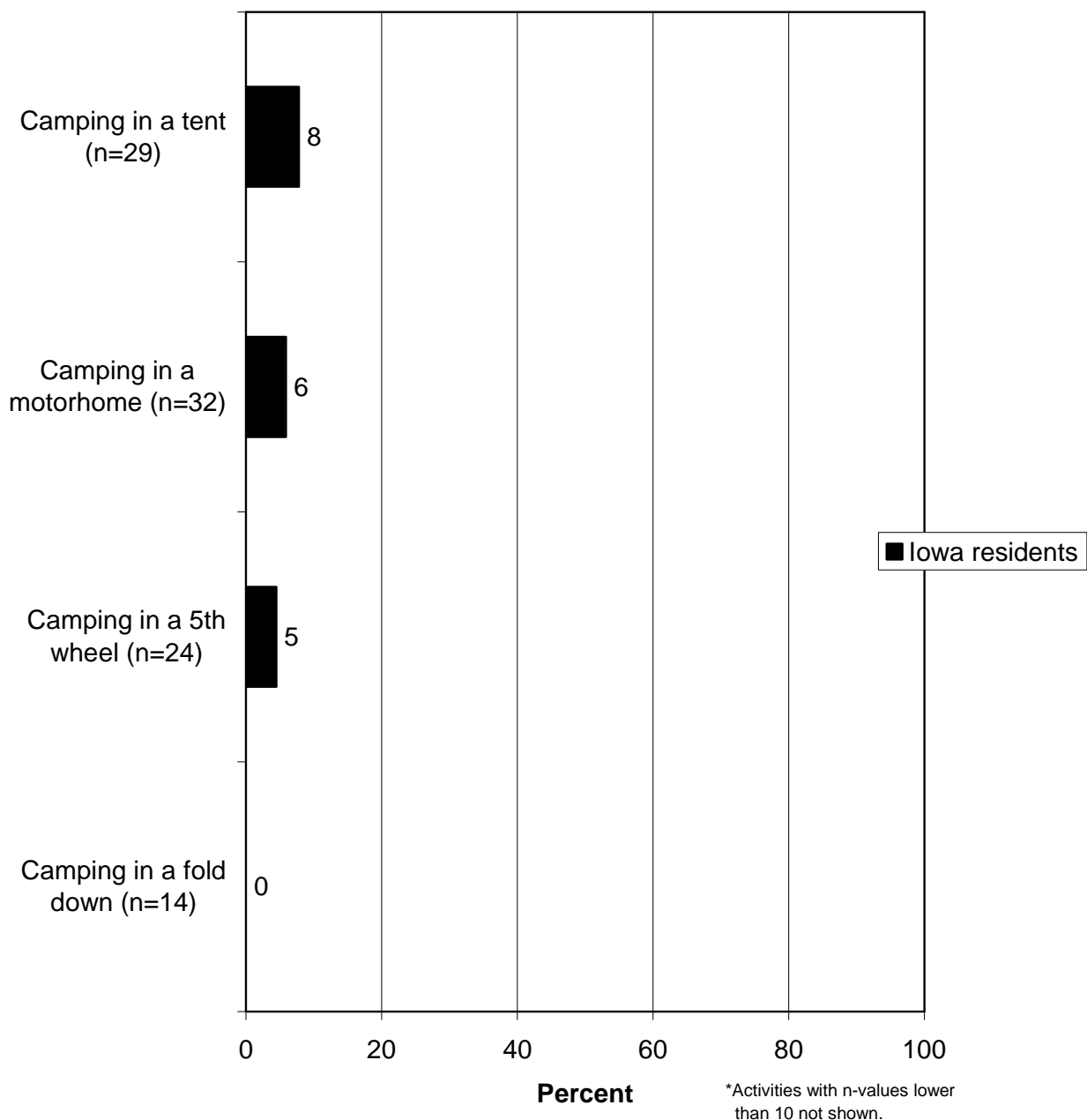
Q431, Q440. Percent who are very or somewhat dissatisfied with their Iowa [activity] experiences in the past 2 years. (Water-Related Activities)



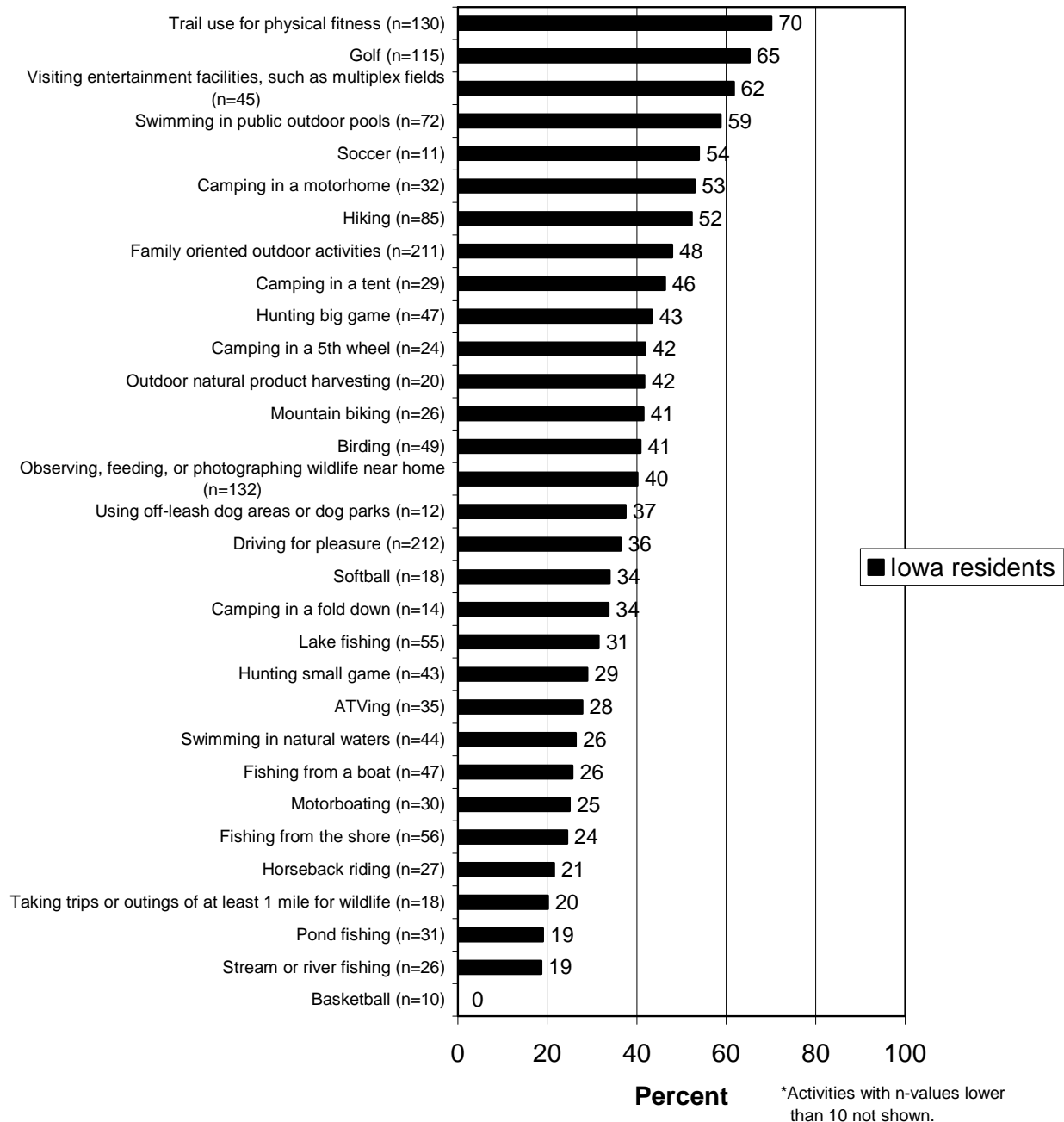
Q431, Q440. Percent who are very or somewhat dissatisfied with their Iowa [activity] experiences in the past 2 years. (Fishing)



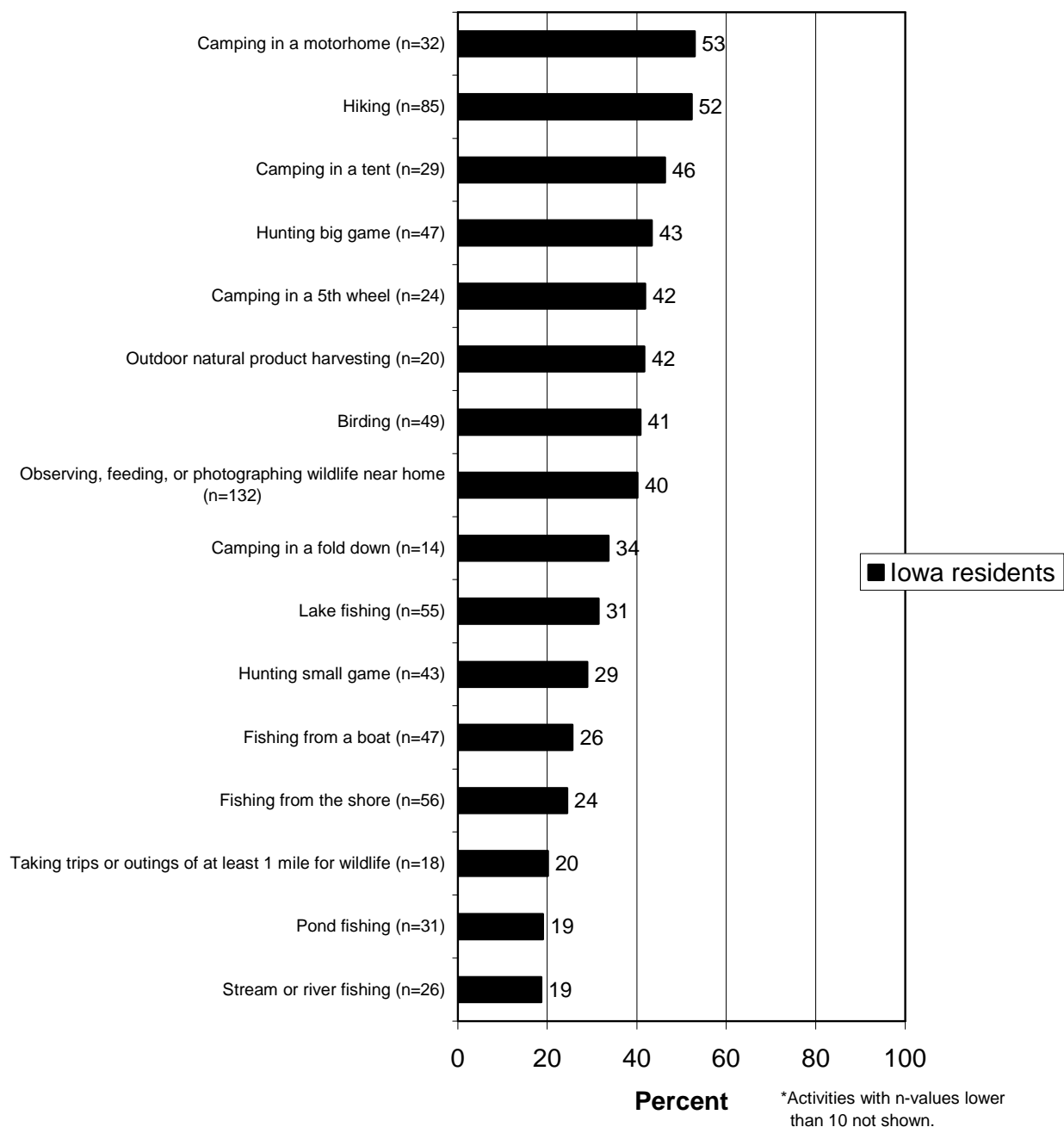
Q431, Q440. Percent who are very or somewhat dissatisfied with their Iowa [activity] experiences in the past 2 years. (Camping)



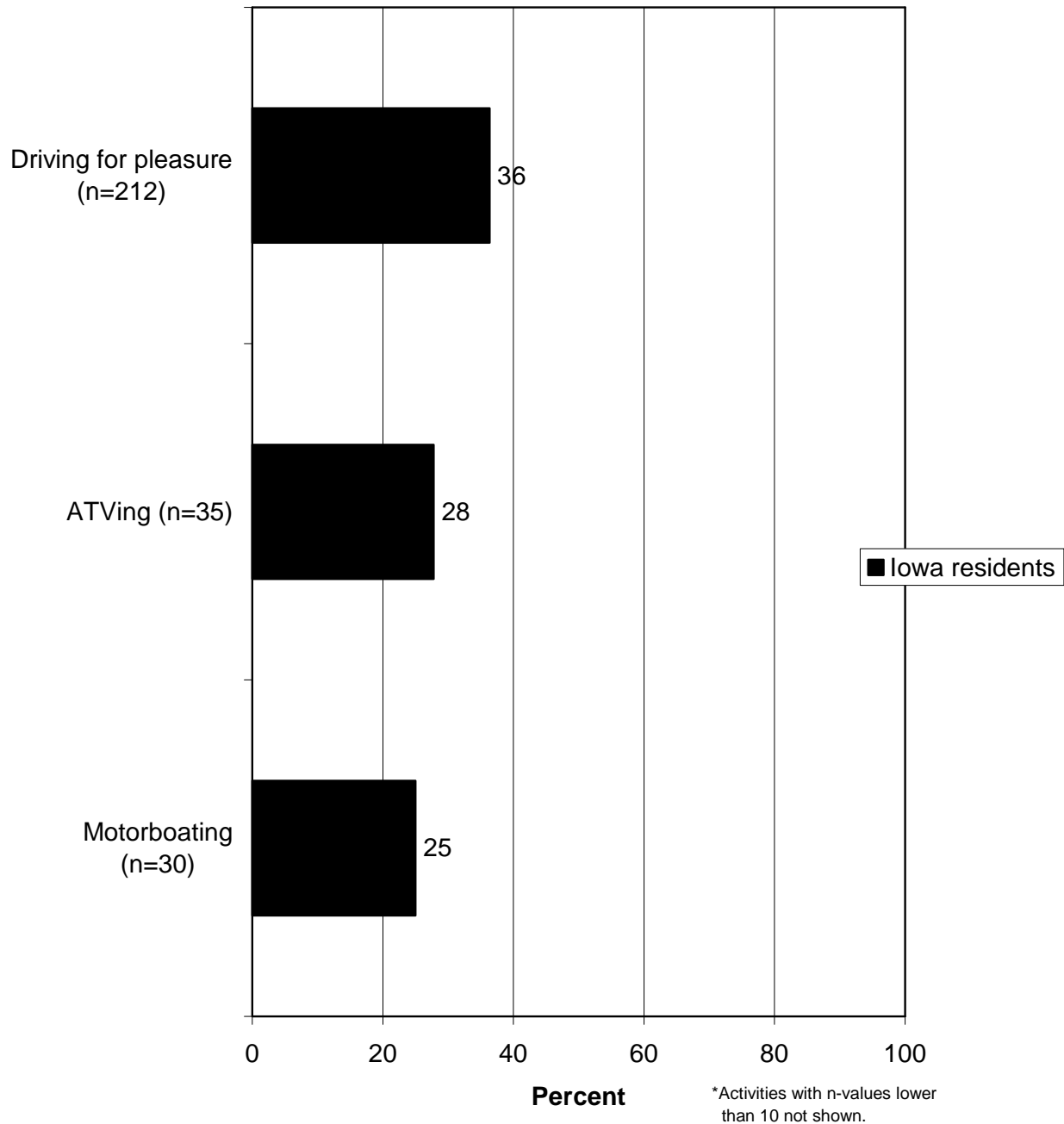
**Q433, Q442. Percent who think the quality of
[activity] in Iowa has improved in the last 5 years.
(Asked of those who named the activity among the
top 2 activities in which they participated the most.)**



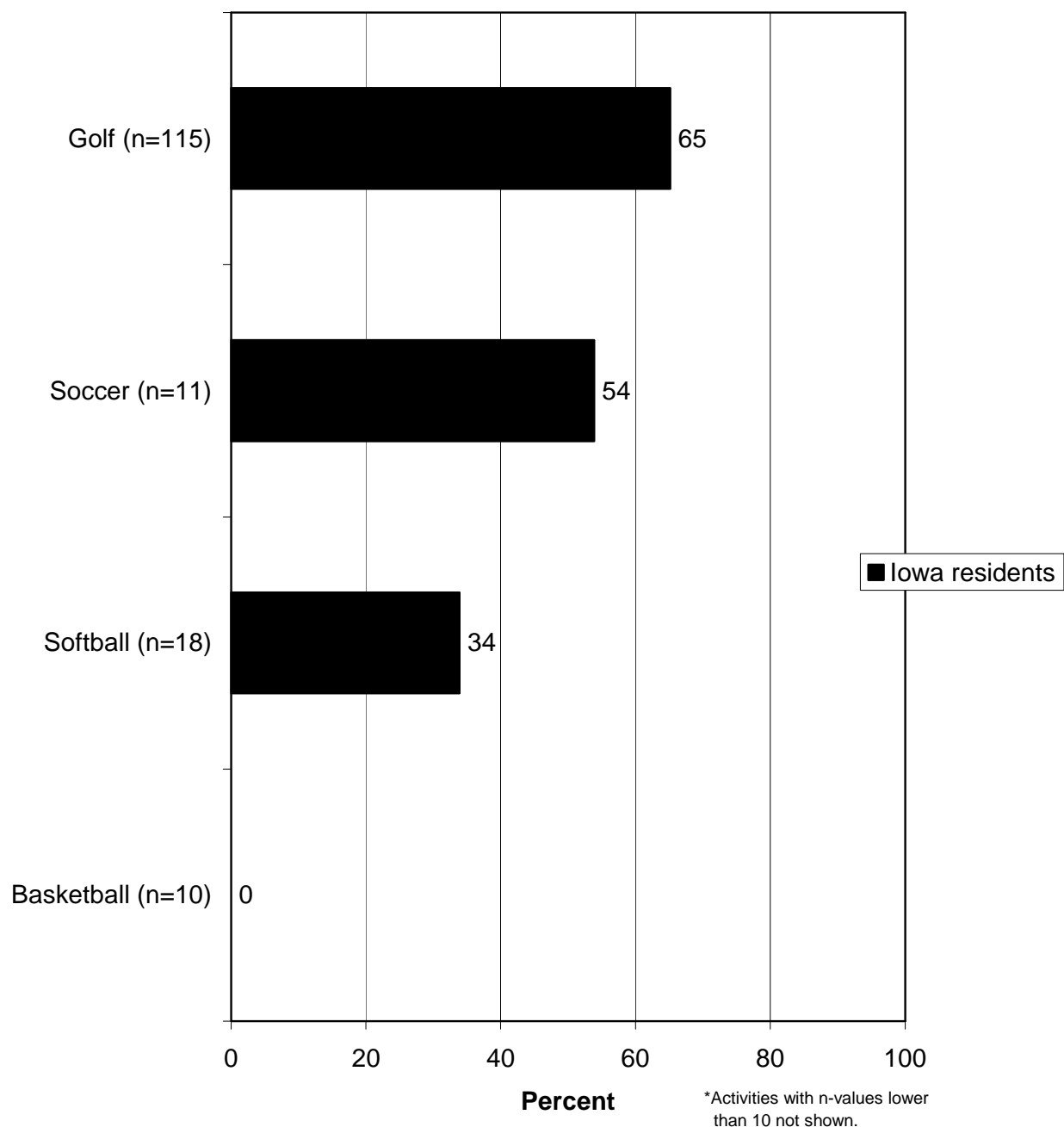
**Q433, Q442. Percent who think the quality of
[activity] in Iowa has improved in the last 5 years.
(Wildlife-Related Activities, Including Hiking and
Camping)**



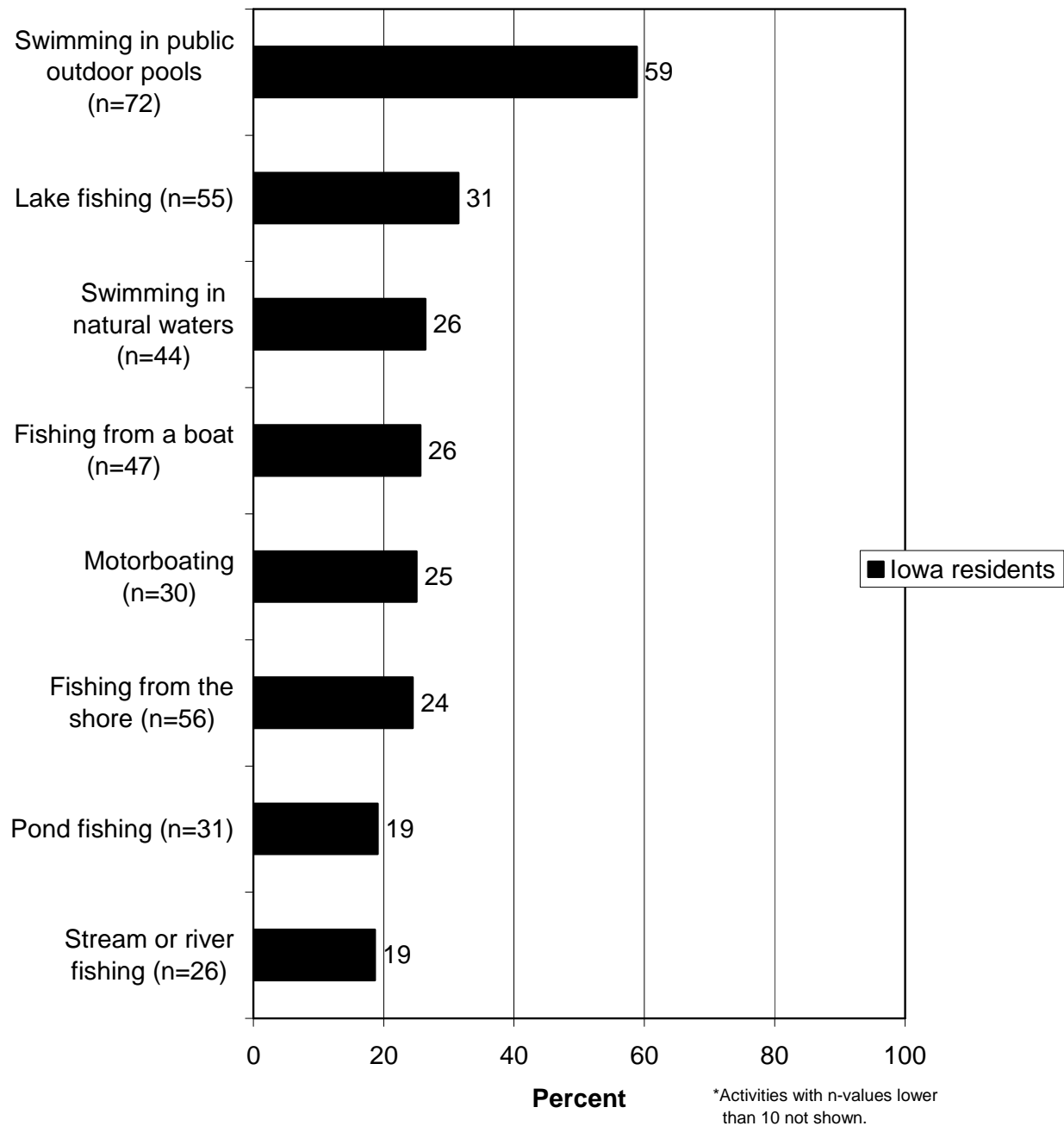
**Q433, Q442. Percent who think the quality of
[activity] in Iowa has improved in the last 5 years.
(Motorized Activities)**



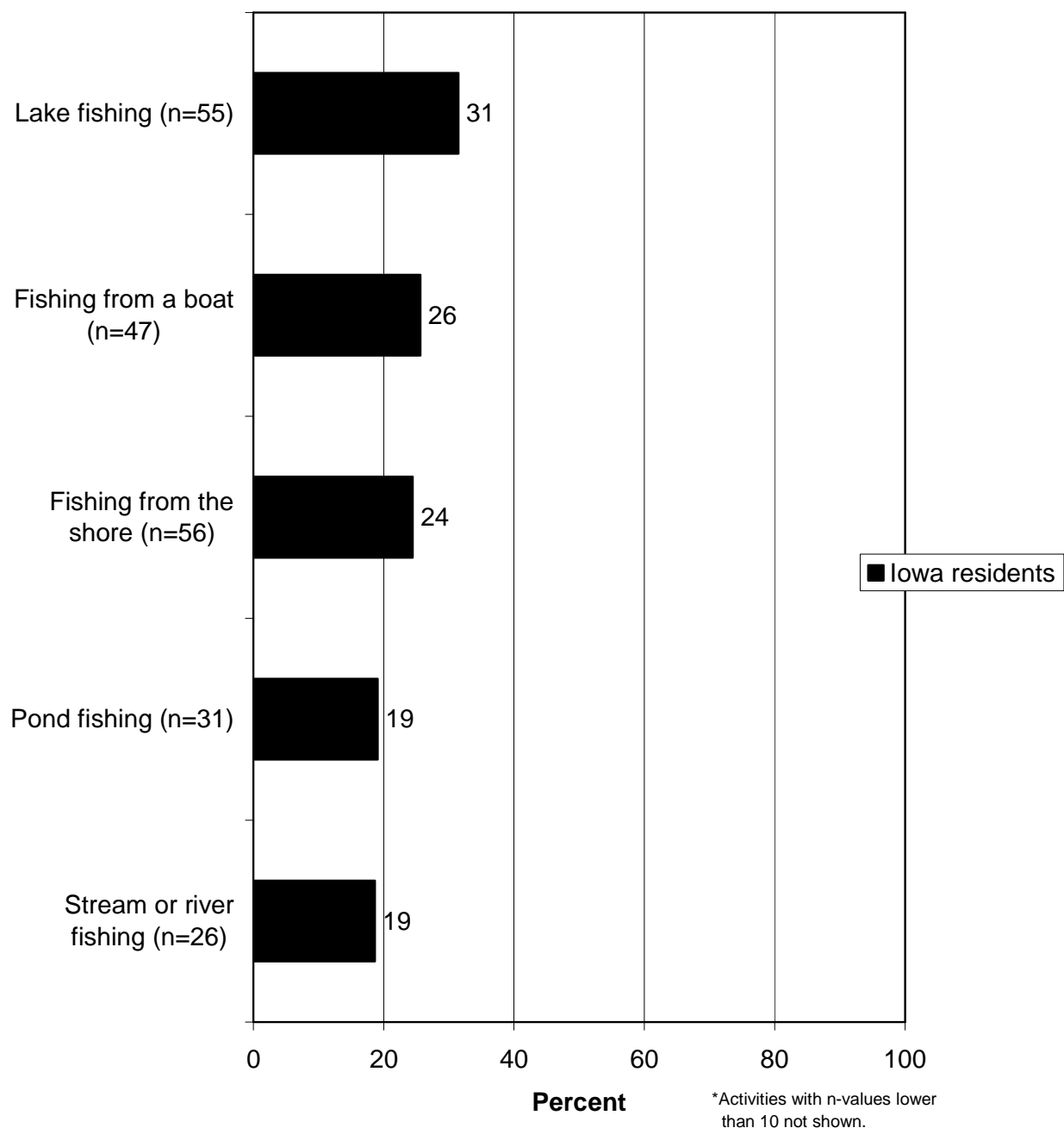
**Q433, Q442. Percent who think the quality of
[activity] in Iowa has improved in the last 5 years.
(Competitive Sports - Individual and Team Sports)**



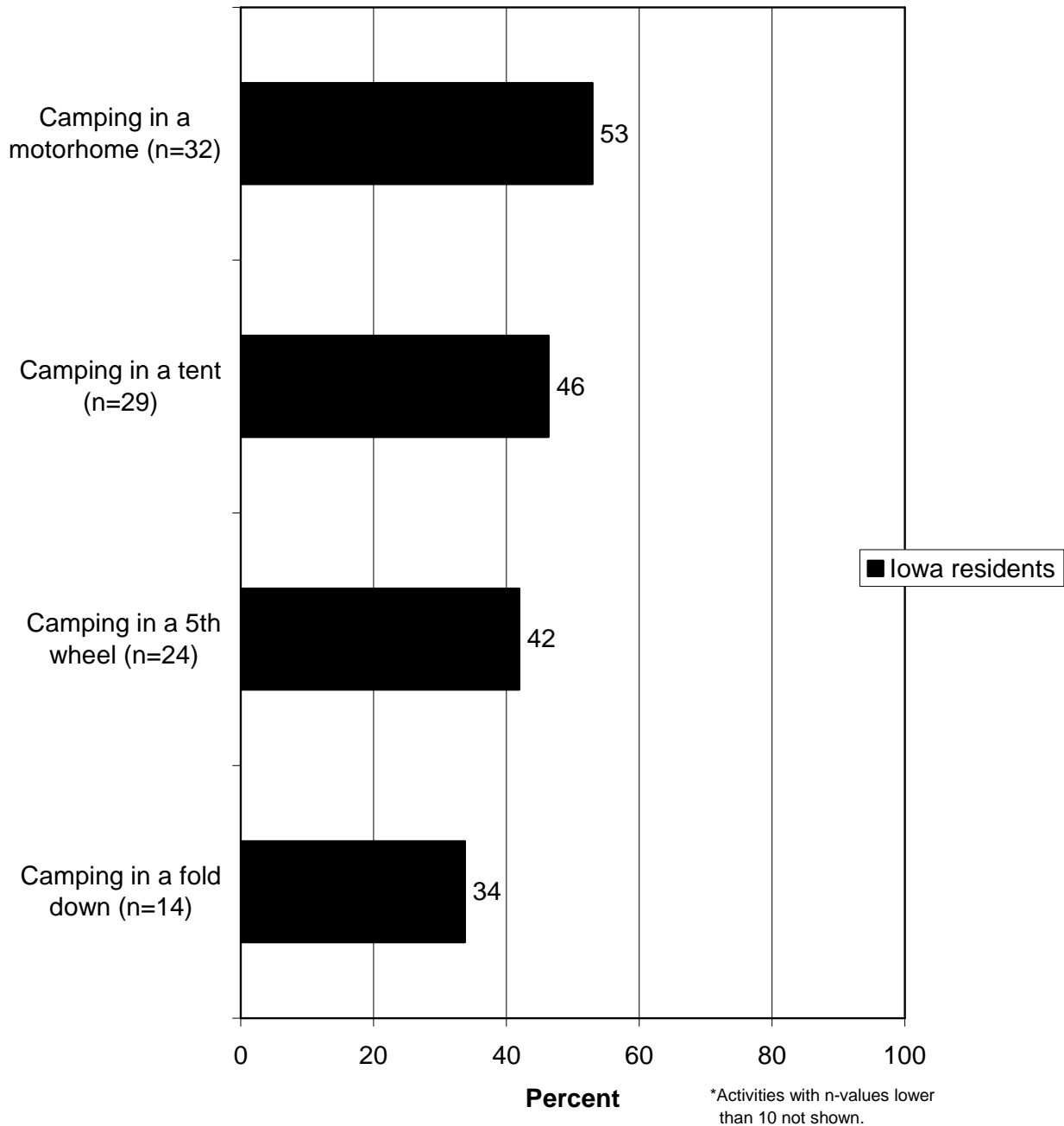
**Q433, Q442. Percent who think the quality of
[activity] in Iowa has improved in the last 5 years.
(Water-Related Activities)**



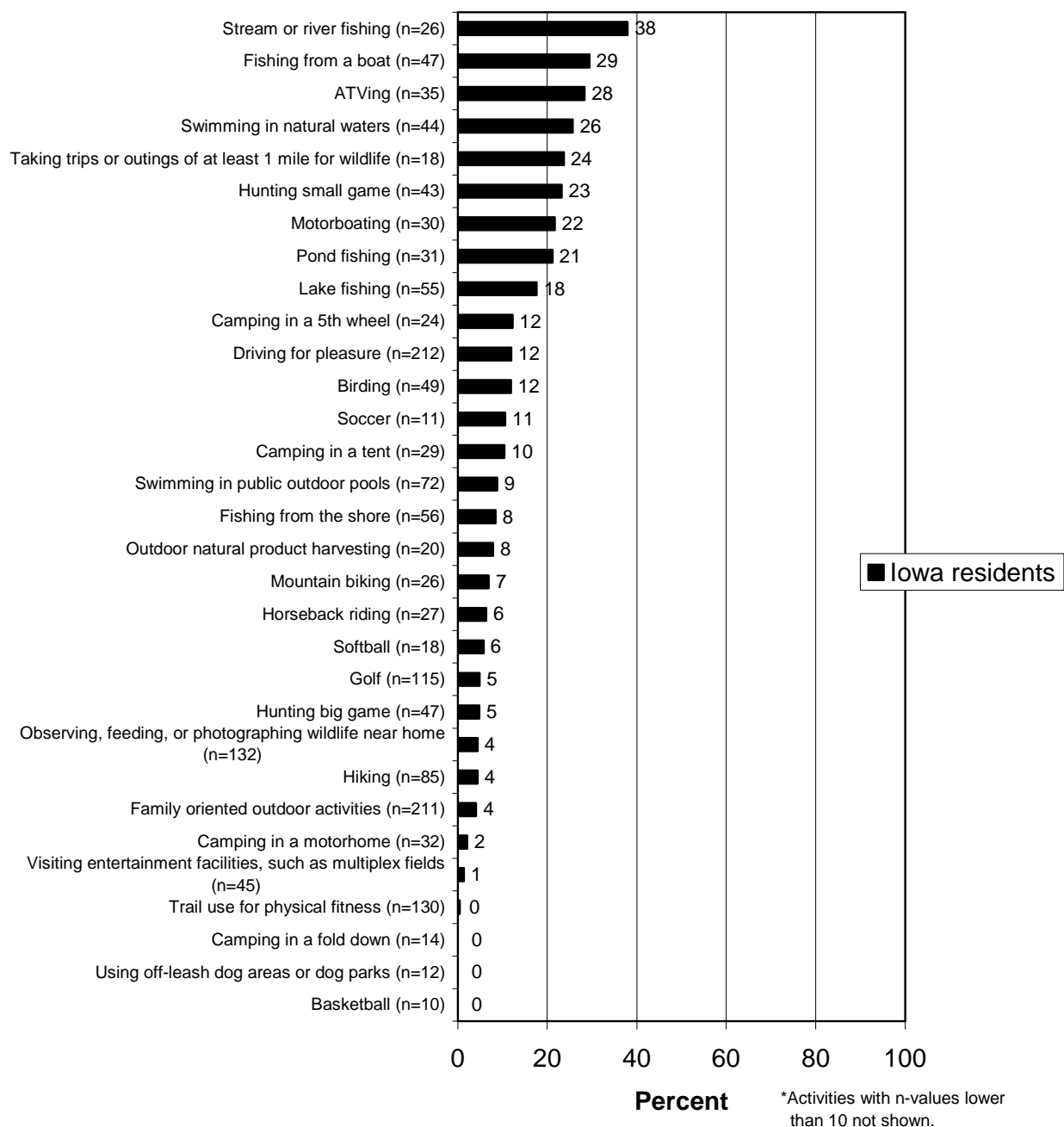
**Q433, Q442. Percent who think the quality of
[activity] in Iowa has improved in the last 5 years.
(Fishing)**



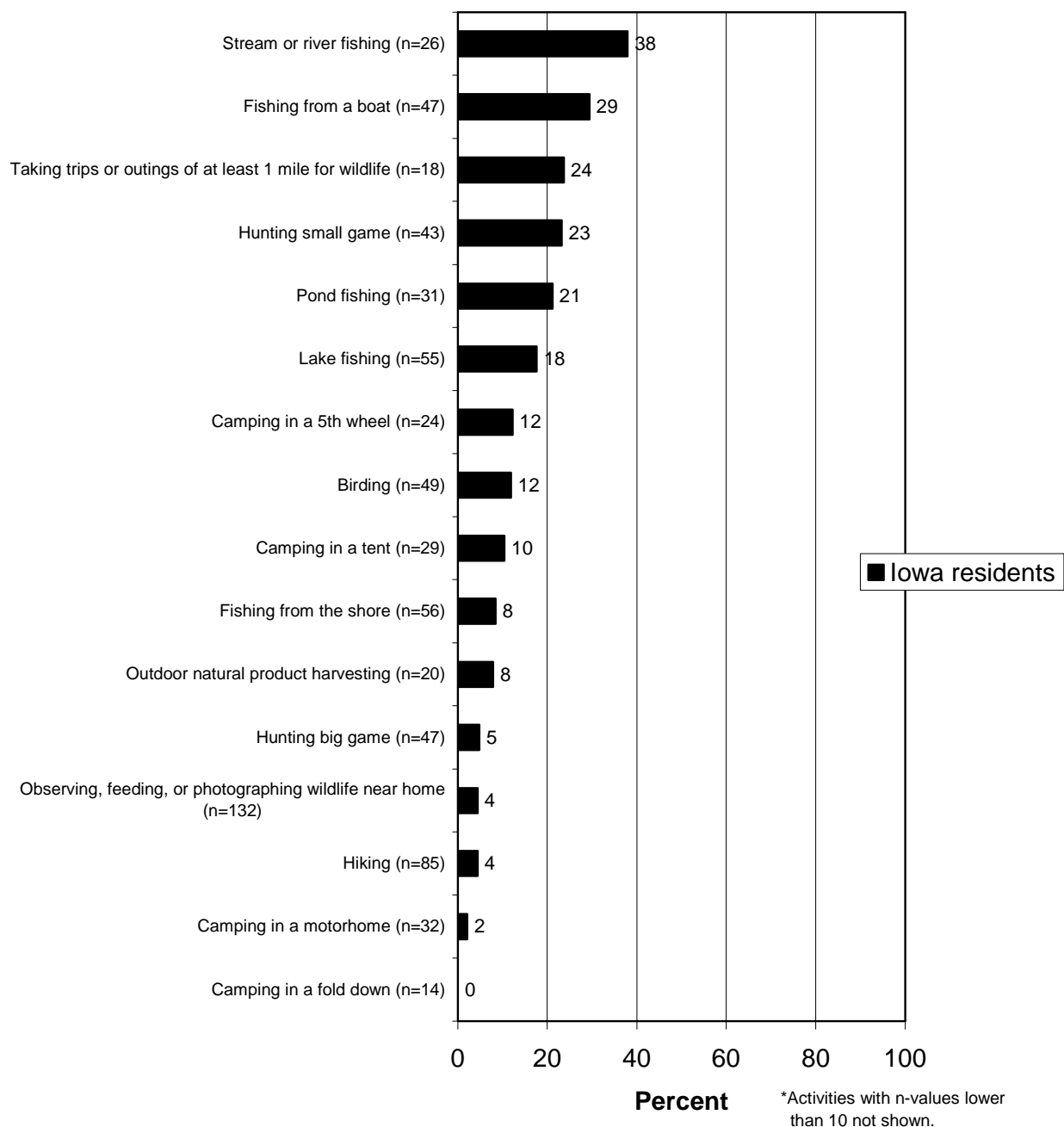
**Q433, Q442. Percent who think the quality of
[activity] in Iowa has improved in the last 5 years.
(Camping)**



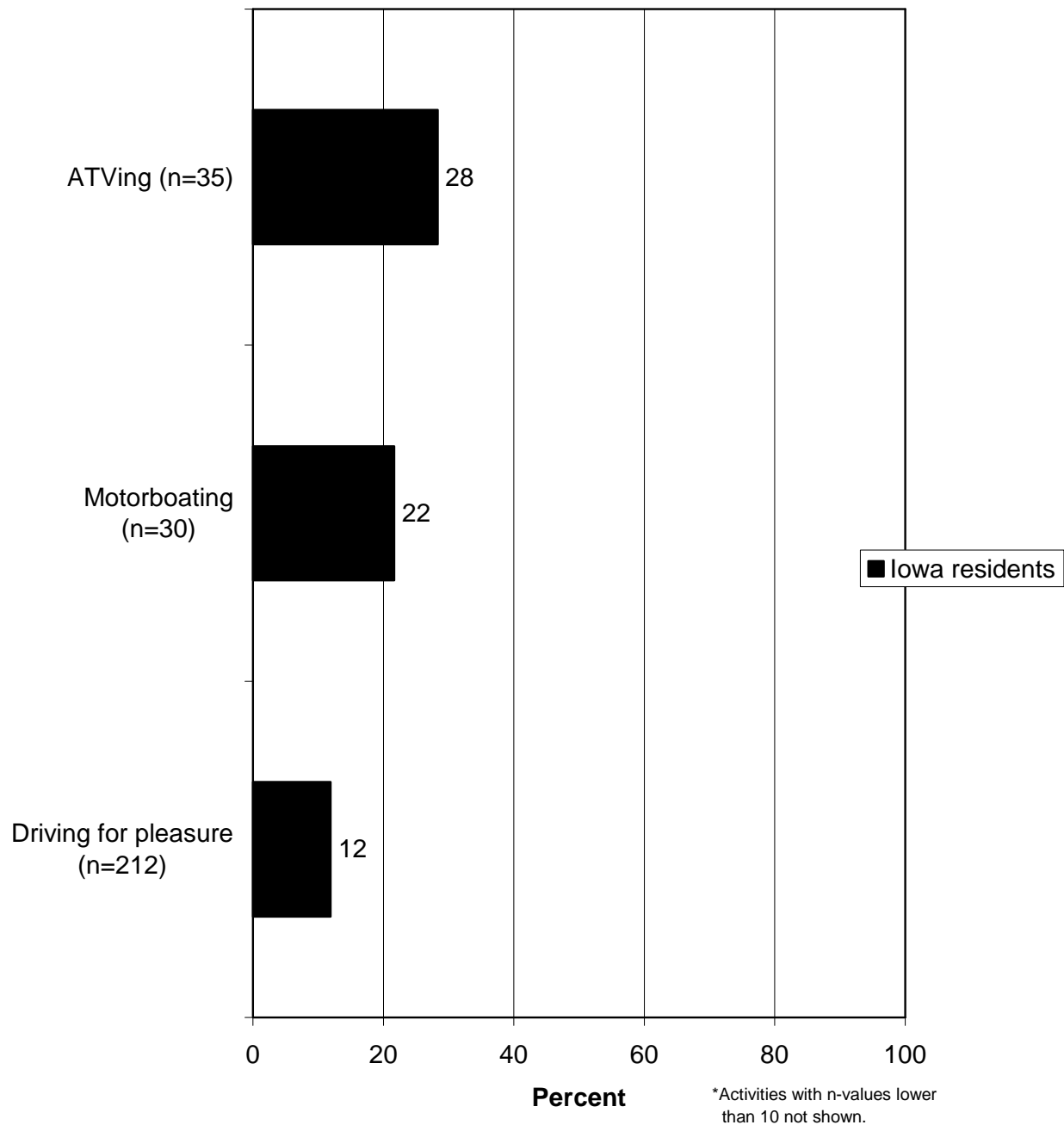
**Q433, Q442. Percent who think the quality of
[activity] in Iowa has declined in the last 5 years.
(Asked of those who named the activity among the
top 2 activities in which they participated the most.)**



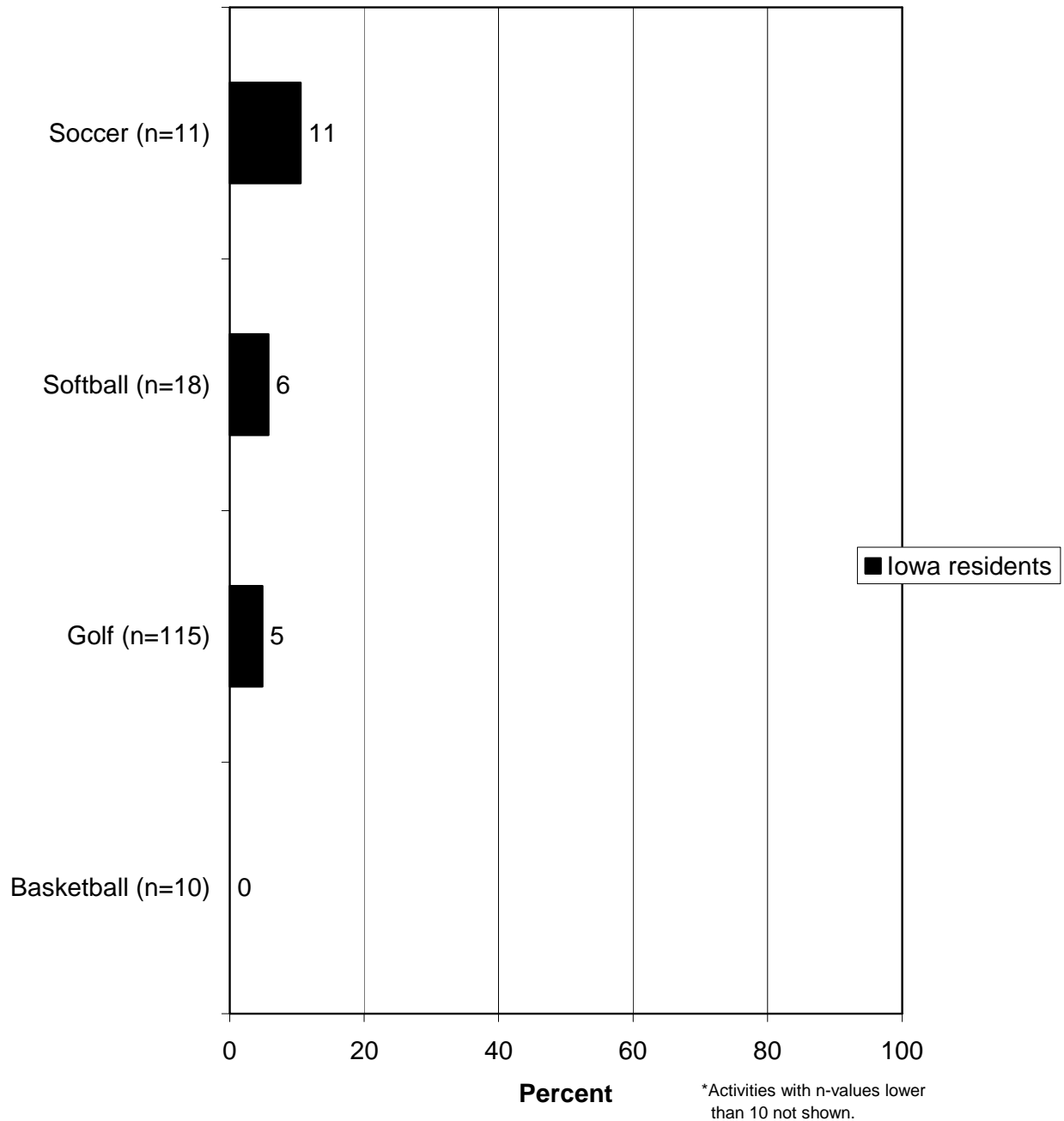
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(Wildlife-Related Activities, Including Hiking and
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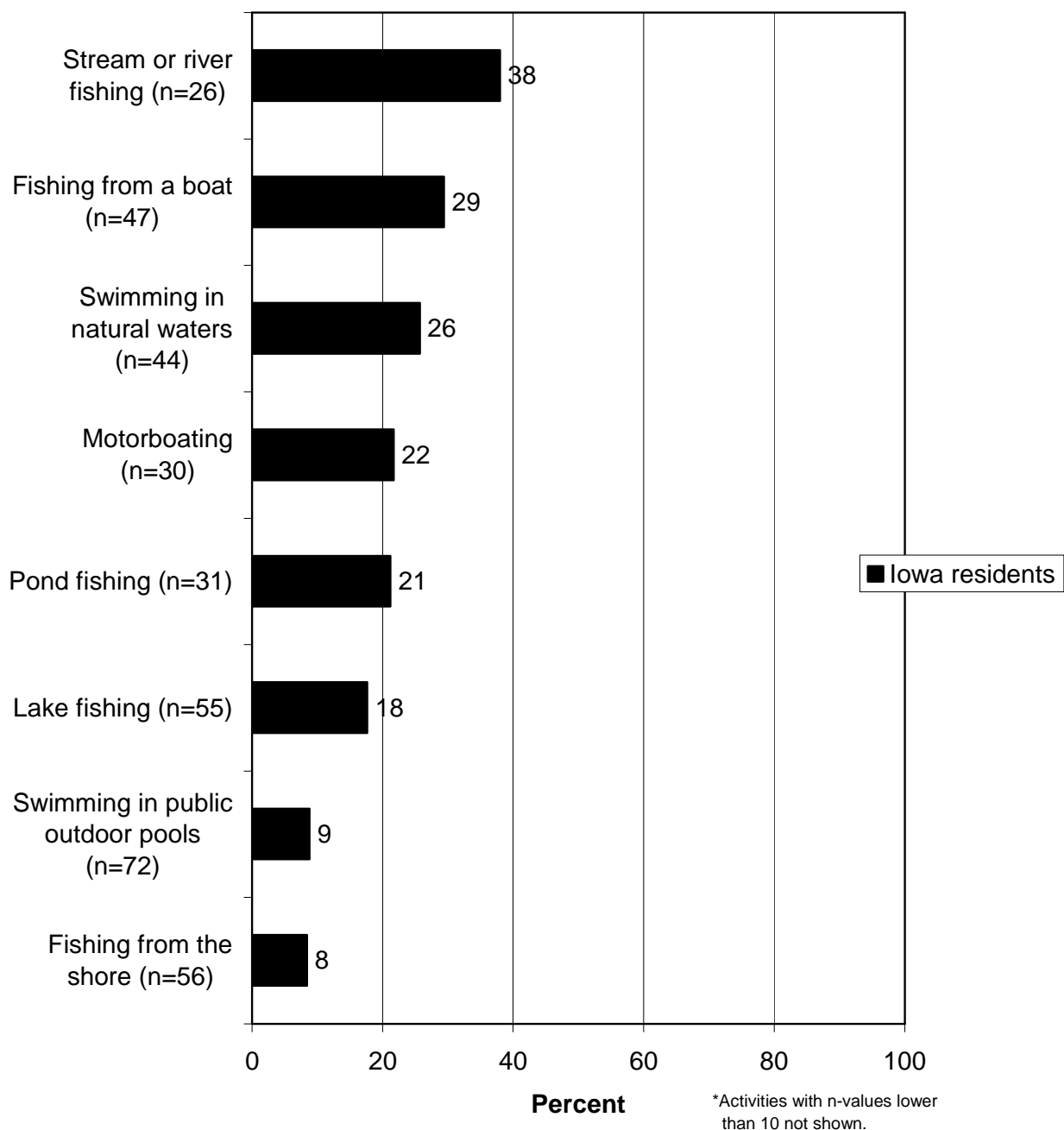
**Q433, Q442. Percent who think the quality of
[activity] in Iowa has declined in the last 5 years.
(Motorized Activities)**



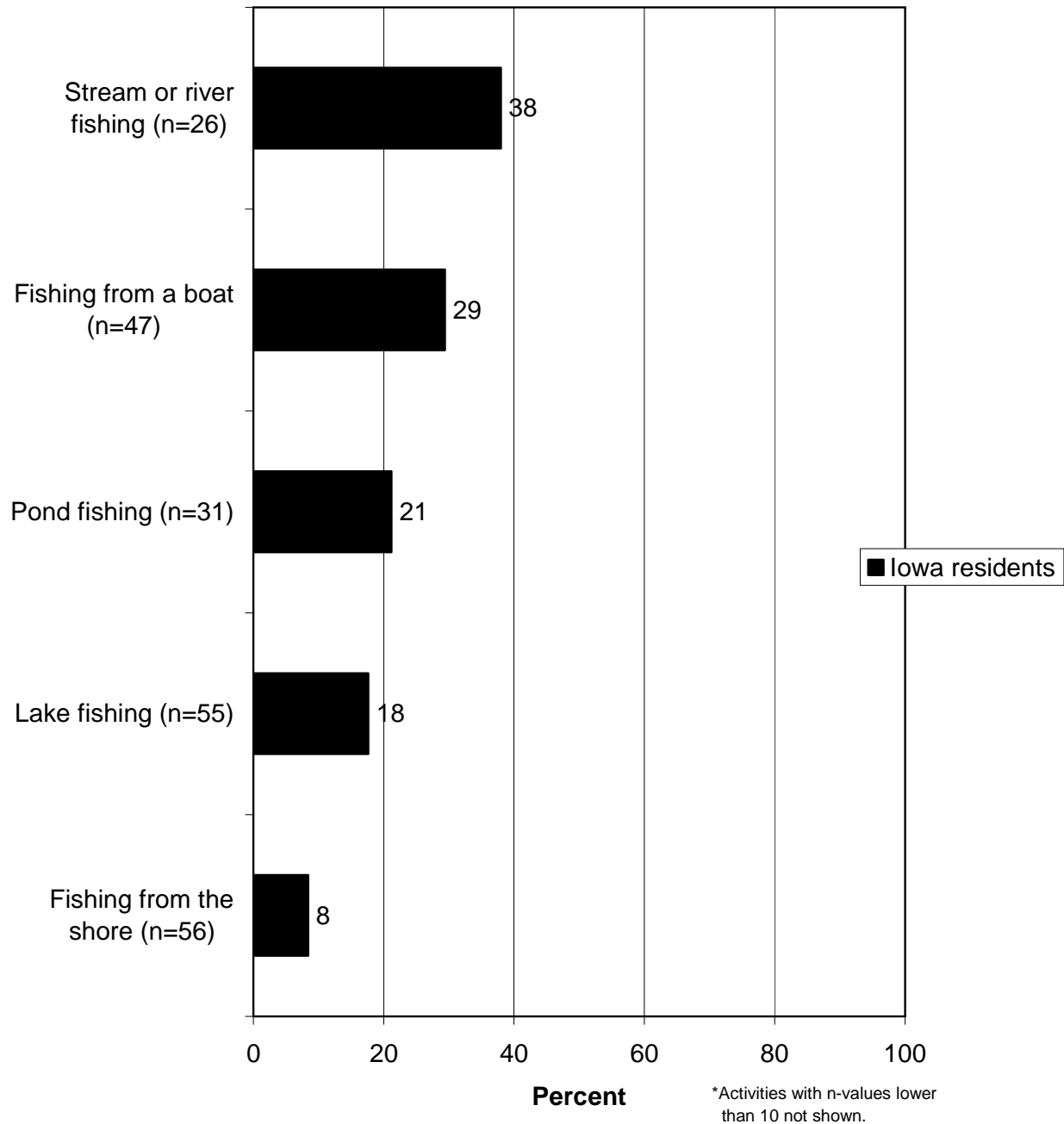
**Q433, Q442. Percent who think the quality of
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(Competitive Sports - Individual and Team Sports)**



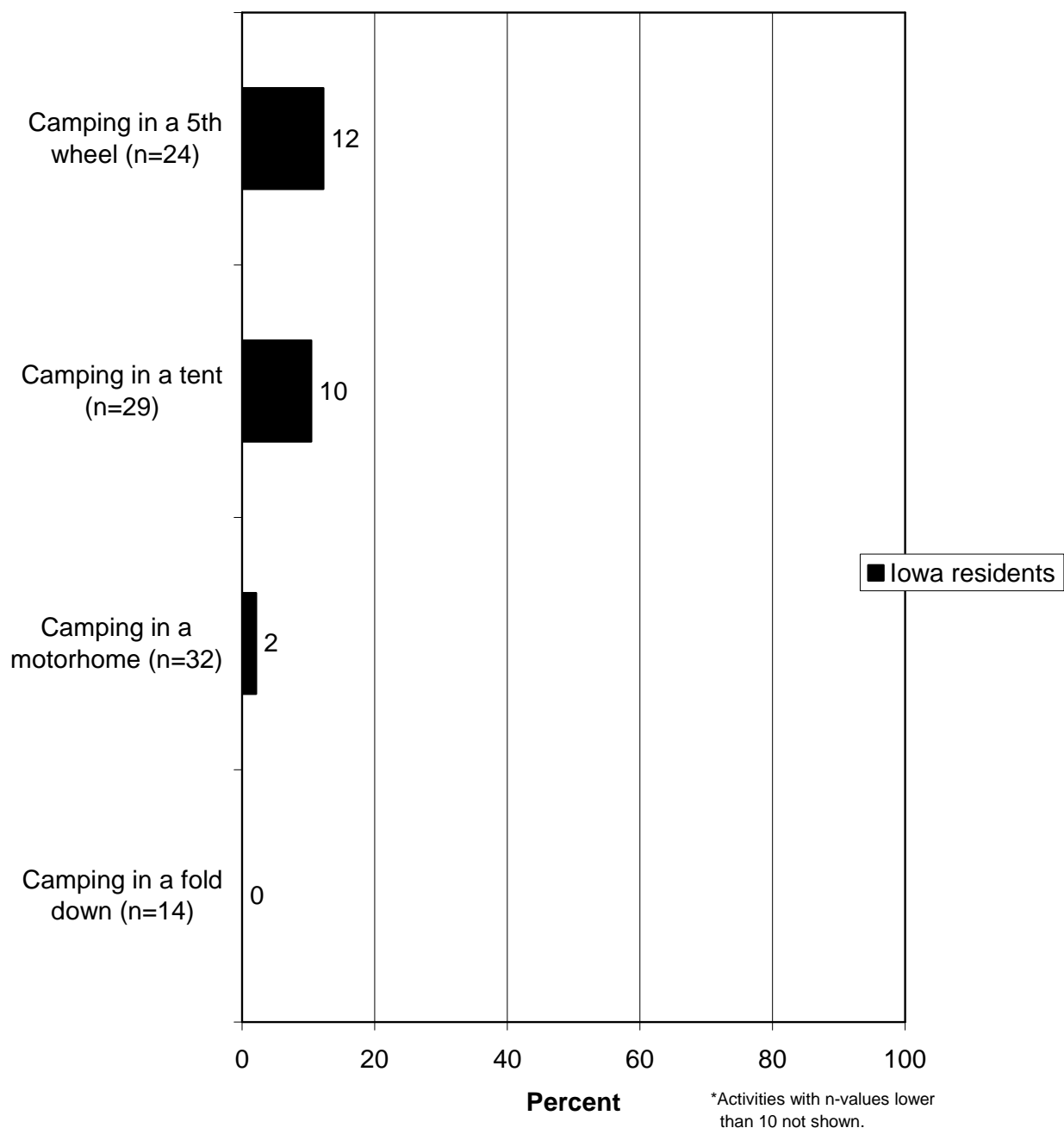
**Q433, Q442. Percent who think the quality of
[activity] in Iowa has declined in the last 5 years.
(Water-Related Activities)**



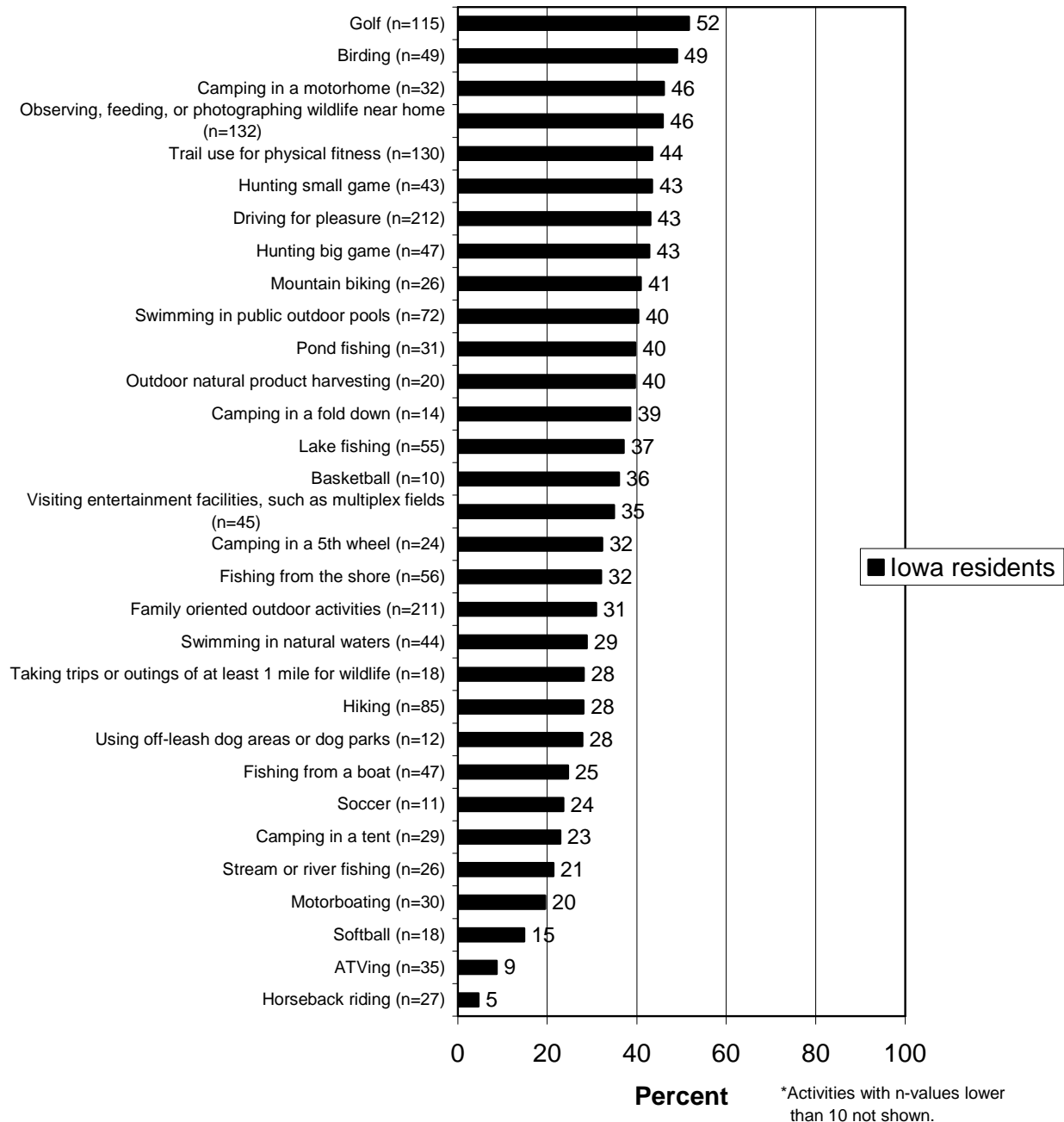
**Q433, Q442. Percent who think the quality of
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(Fishing)**



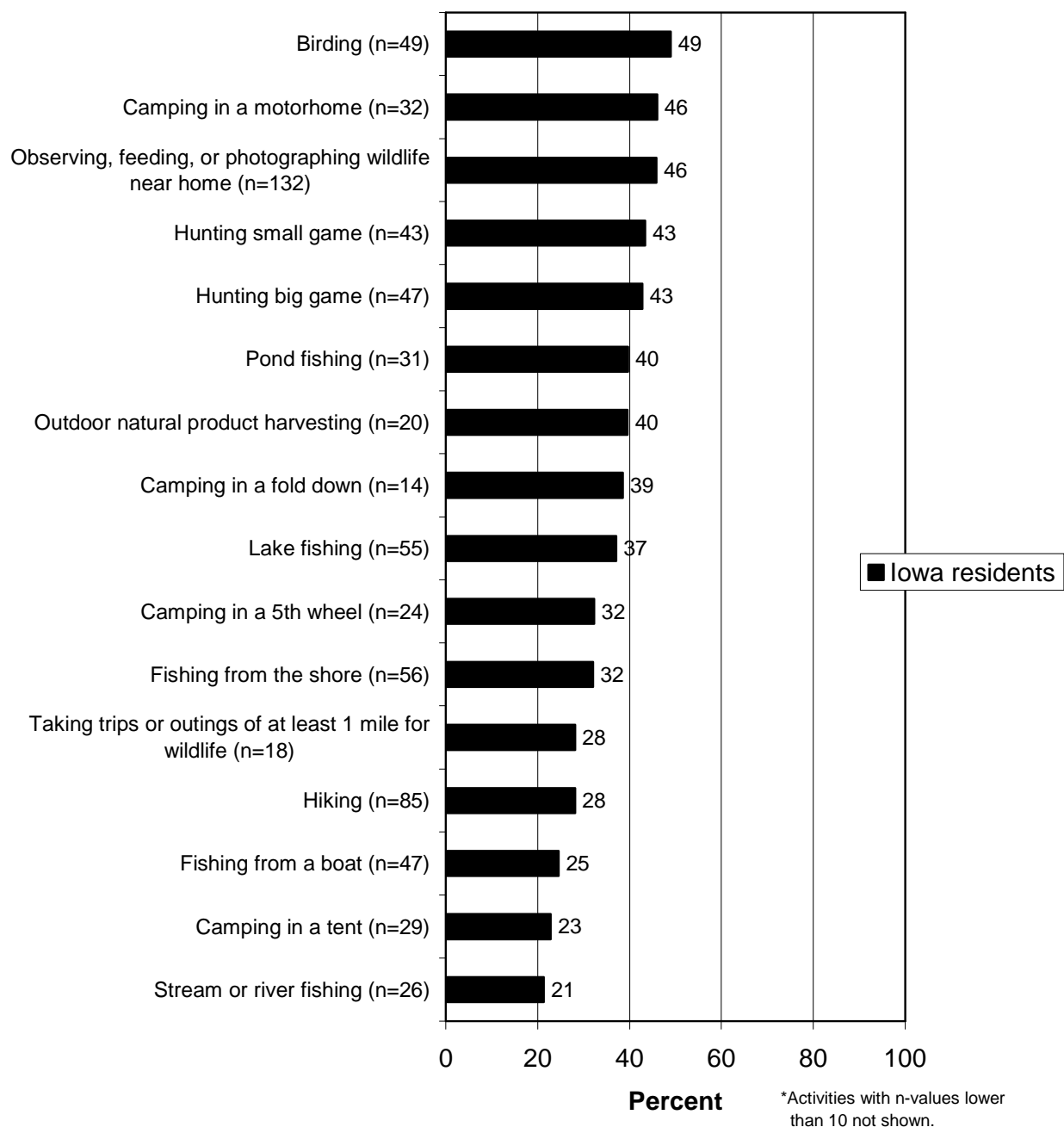
**Q433, Q442. Percent who think the quality of
[activity] in Iowa has declined in the last 5 years.
(Camping)**



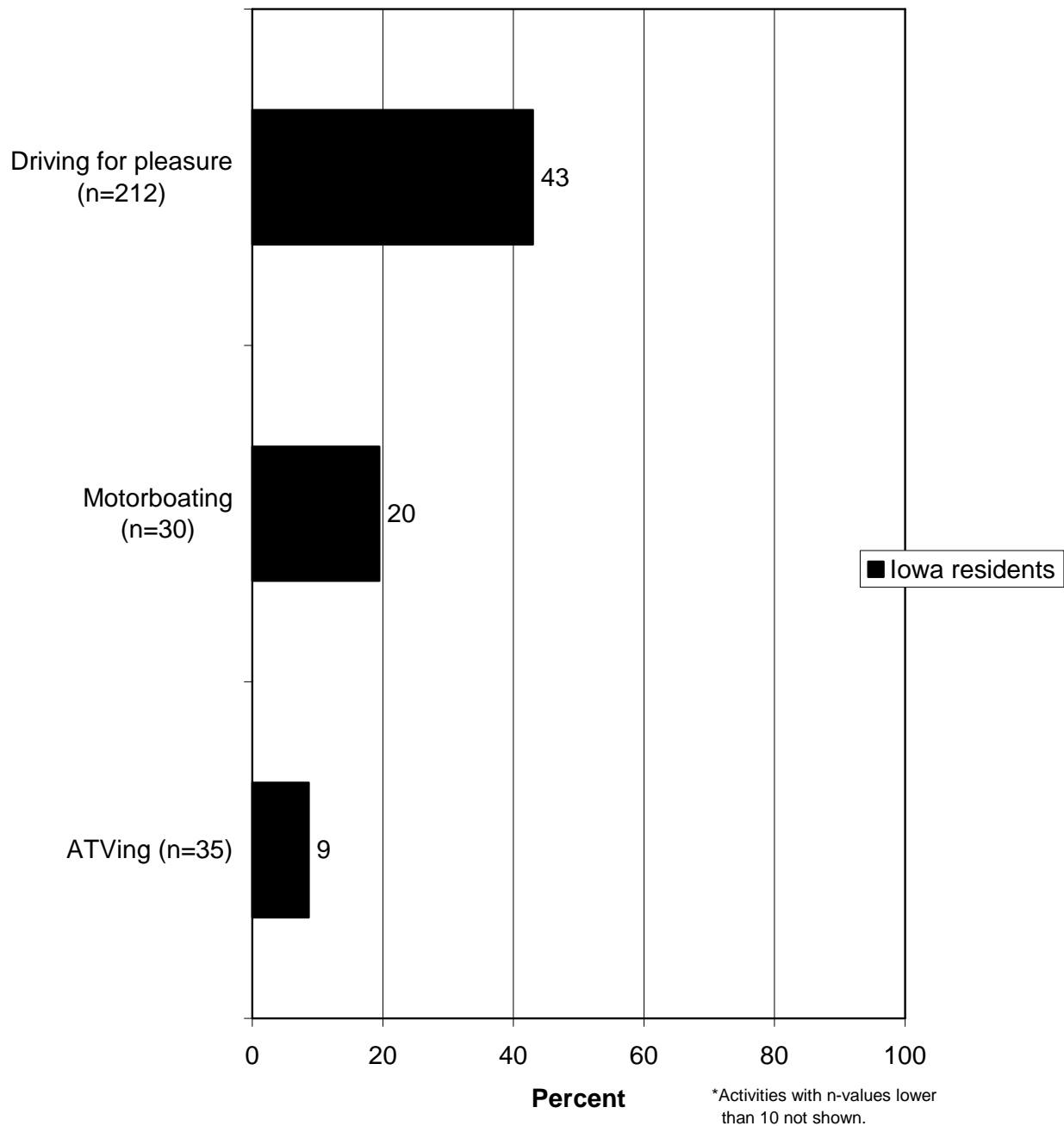
Q430, Q439. Percent who rate the availability of [activity] opportunities in Iowa as excellent. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



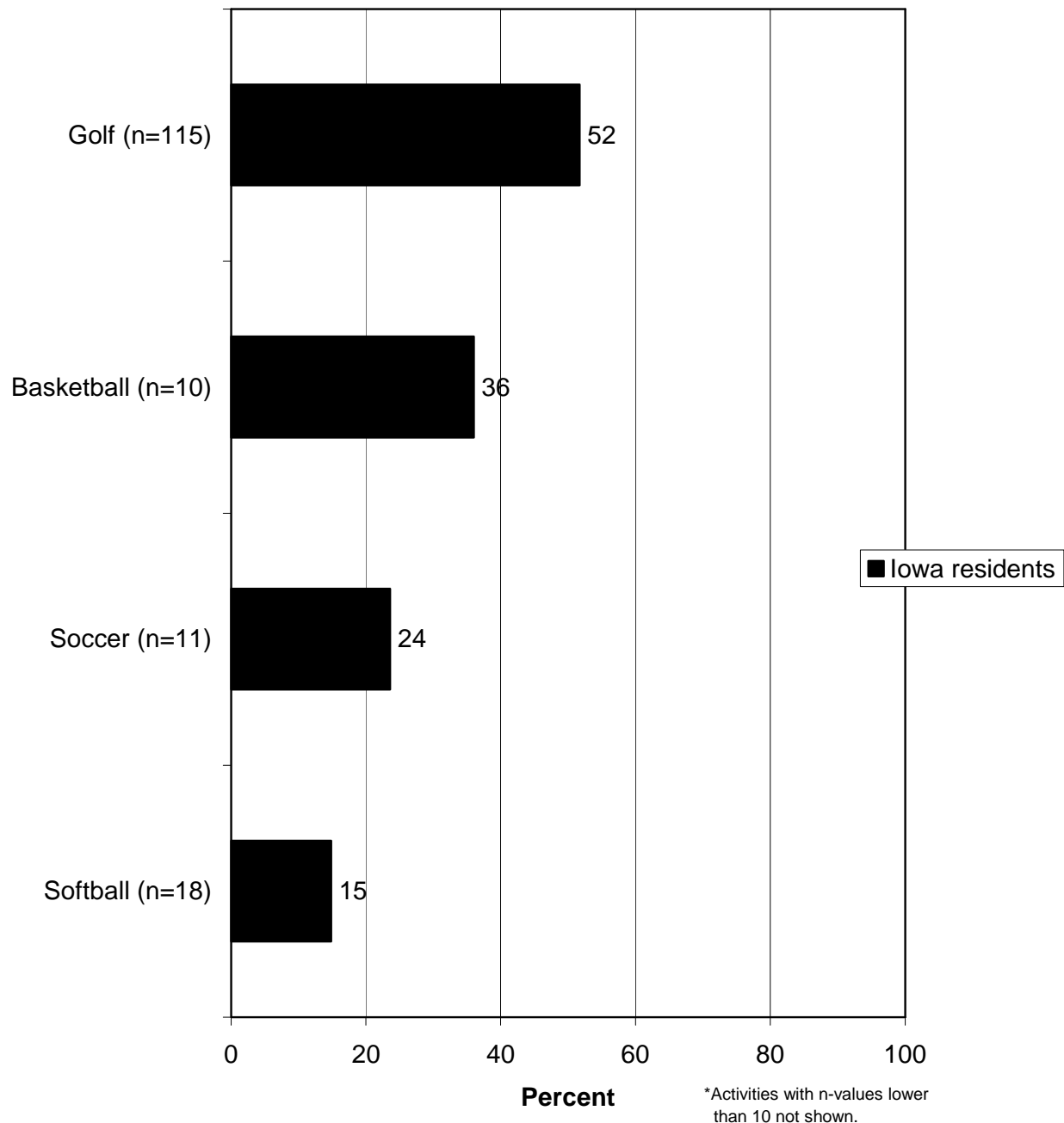
**Q430, Q439. Percent who rate the availability of
[activity] opportunities in Iowa as excellent.
(Wildlife-Related Activities, Including Hiking and
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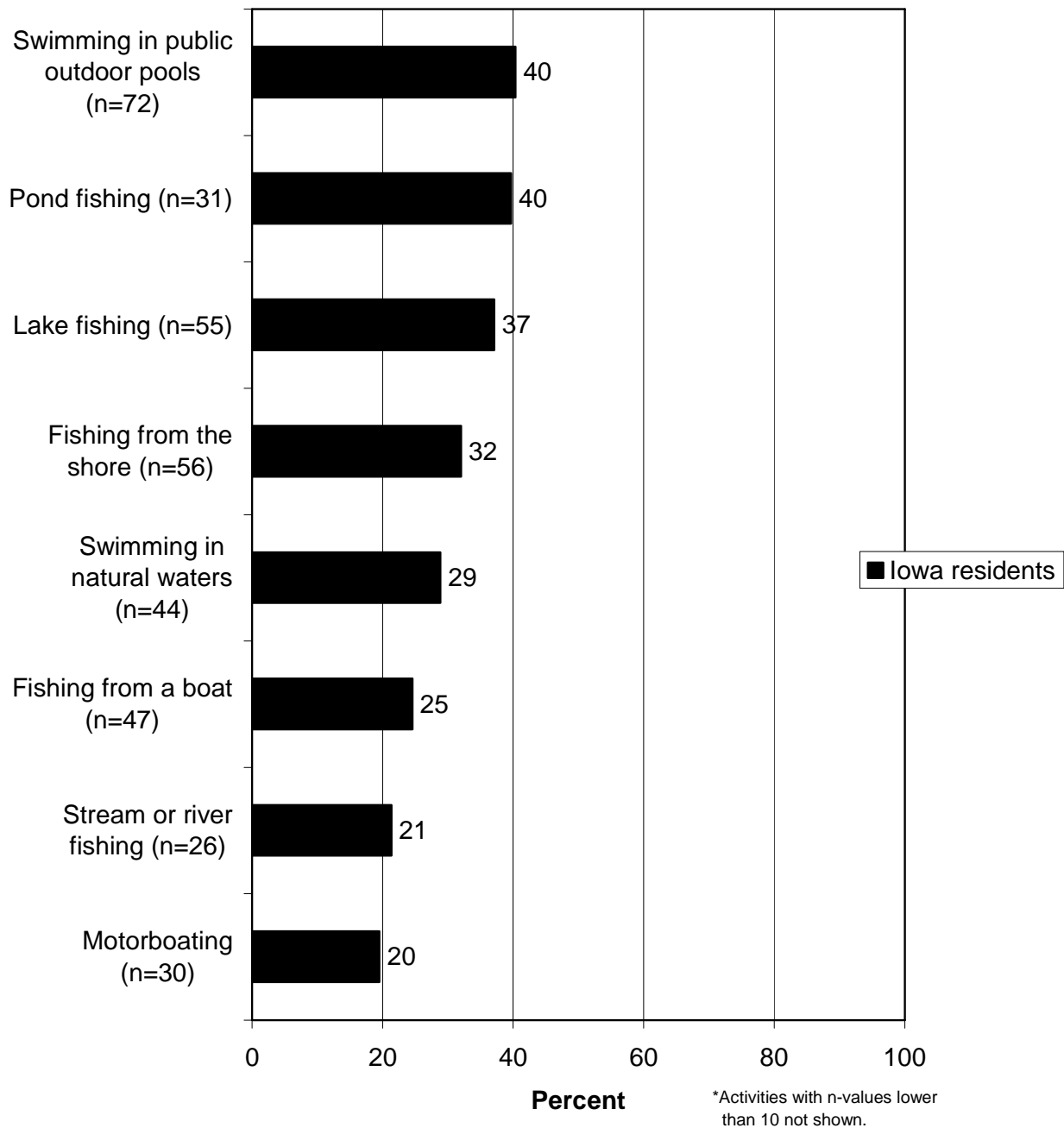
**Q430, Q439. Percent who rate the availability of
[activity] opportunities in Iowa as excellent.
(Motorized Activities)**



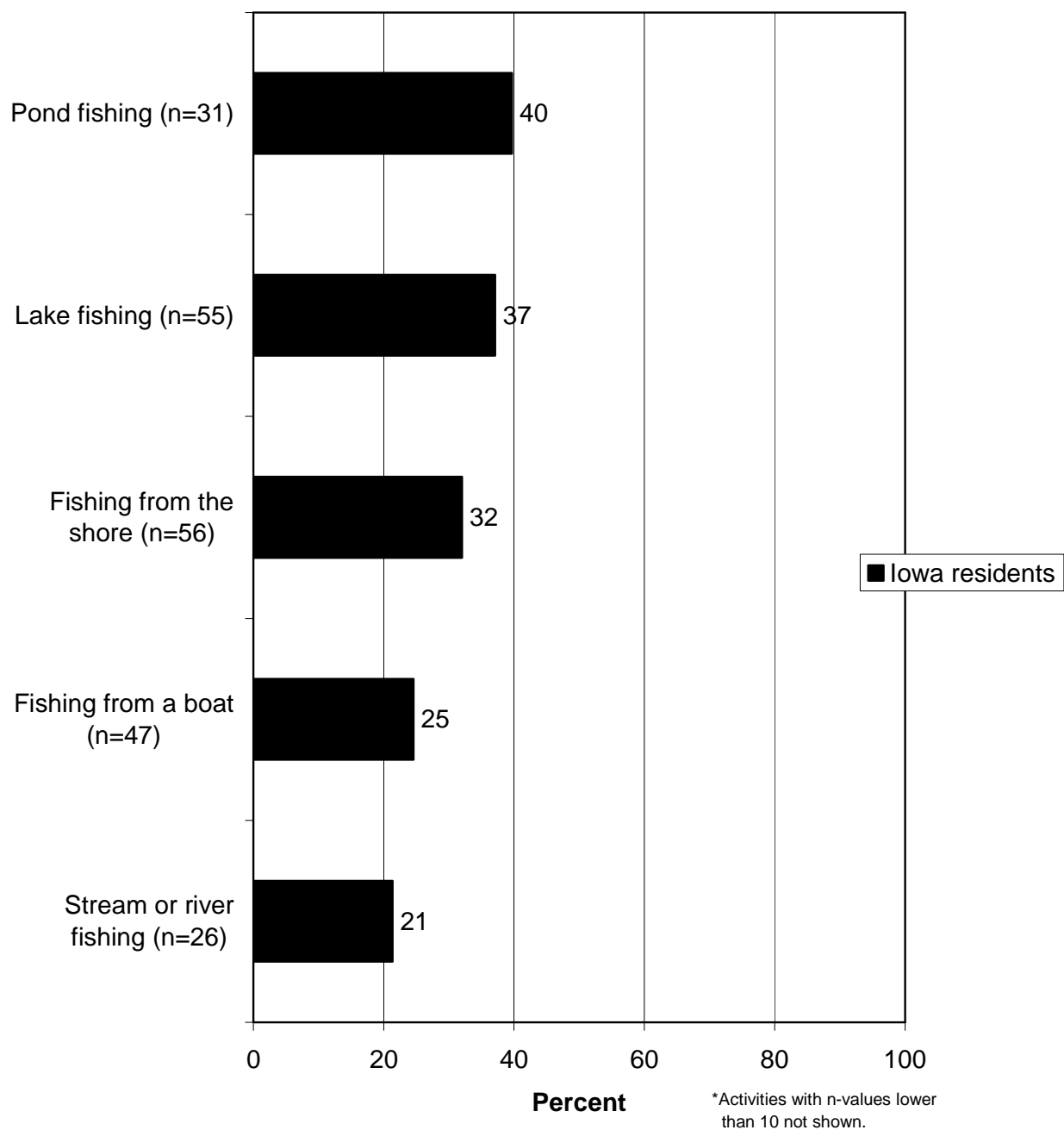
**Q430, Q439. Percent who rate the availability of
[activity] opportunities in Iowa as excellent.
(Competitive Sports - Individual and Team Sports)**



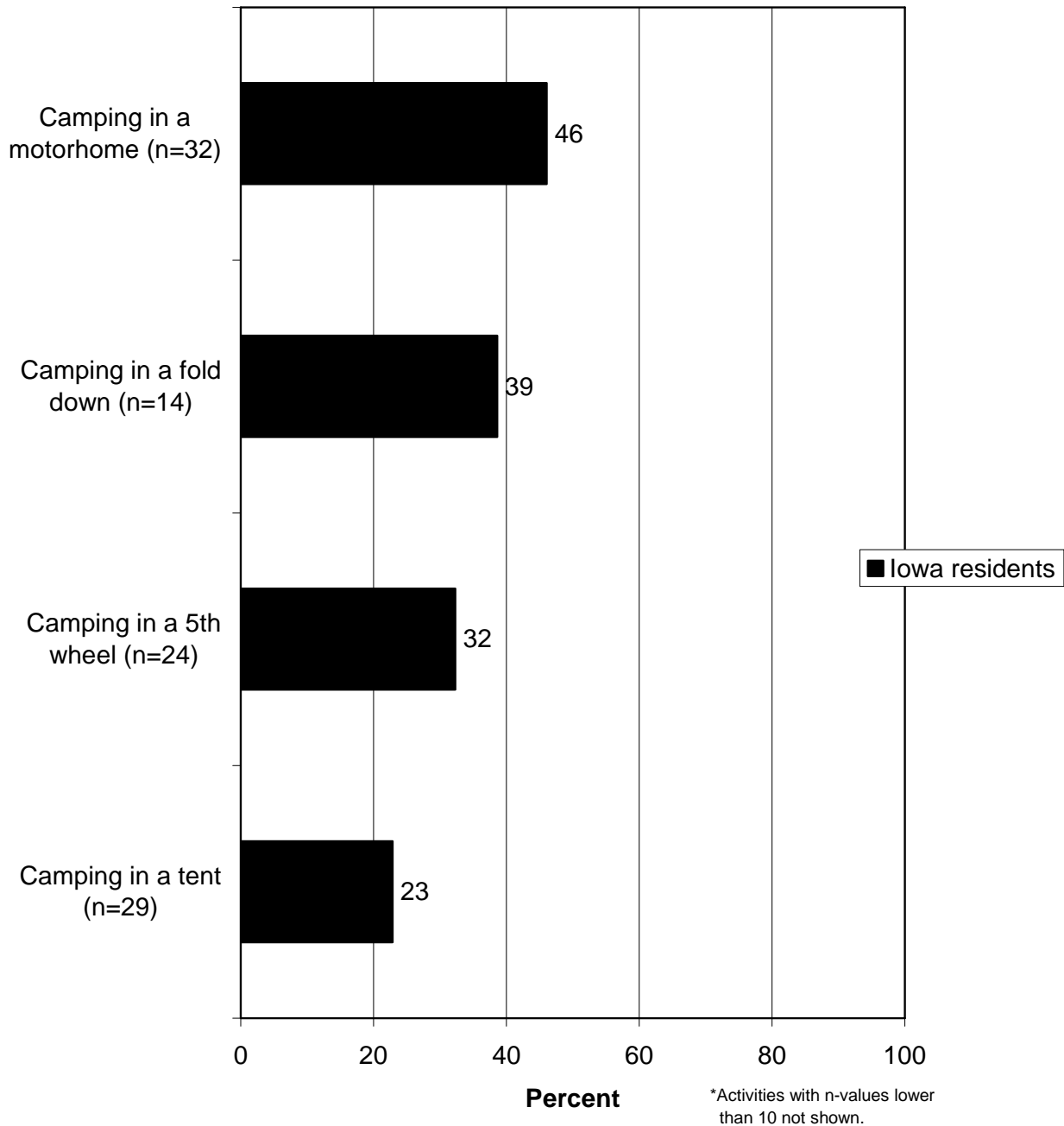
**Q430, Q439. Percent who rate the availability of
[activity] opportunities in Iowa as excellent. (Water-
Related Activities)**



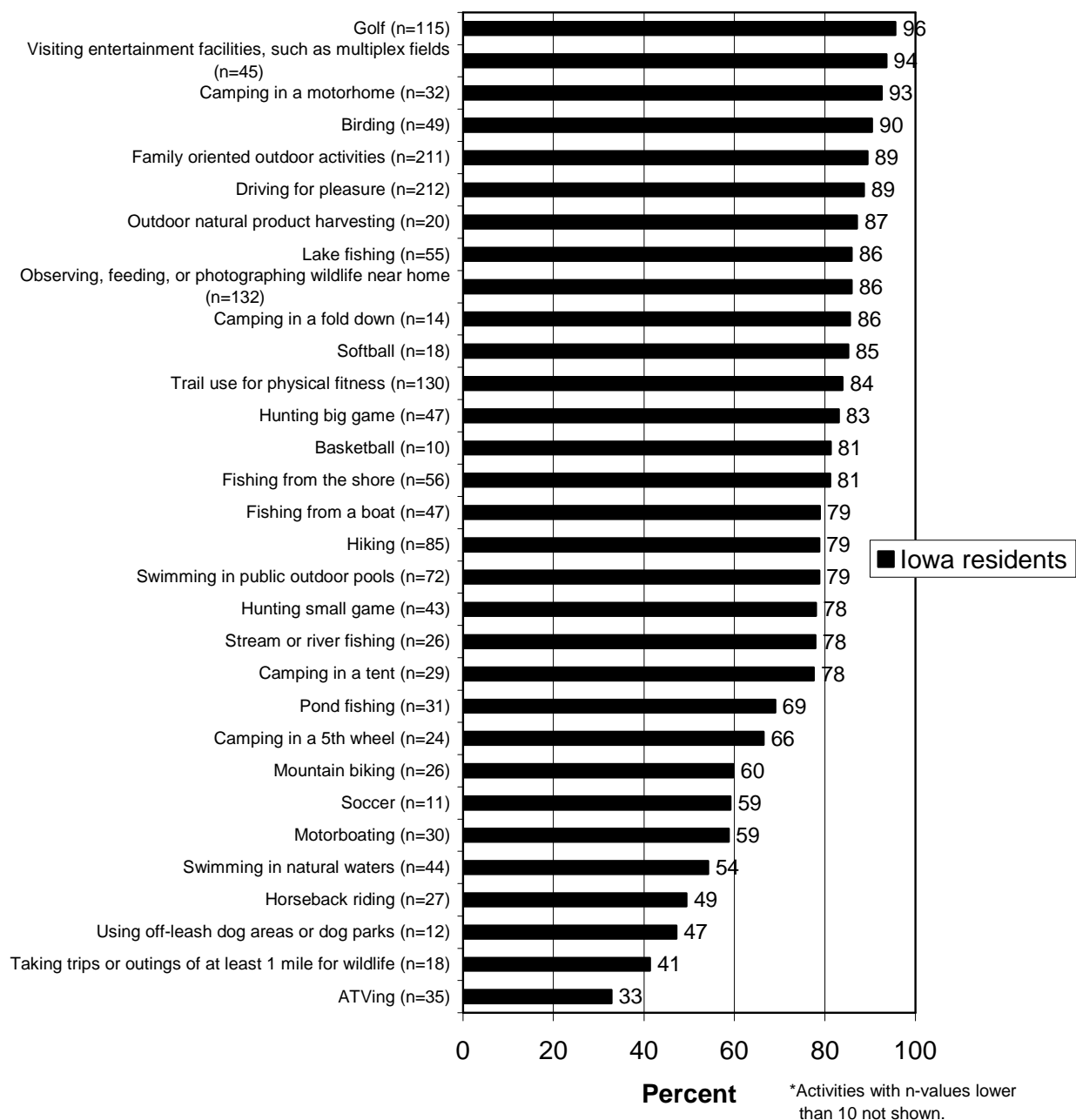
**Q430, Q439. Percent who rate the availability of
[activity] opportunities in Iowa as excellent.
(Fishing)**



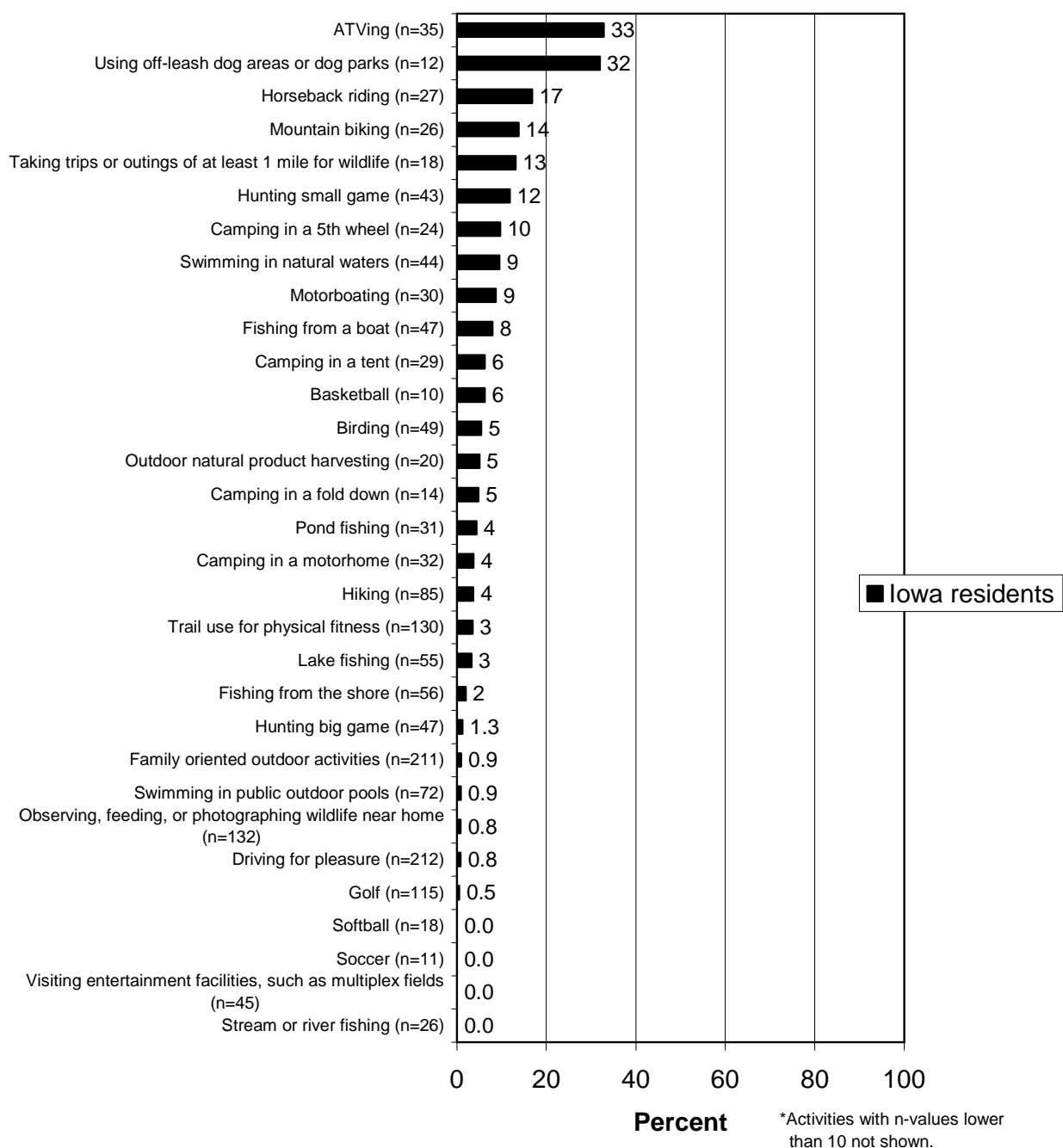
**Q430, Q439. Percent who rate the availability of
[activity] opportunities in Iowa as excellent.
(Camping)**



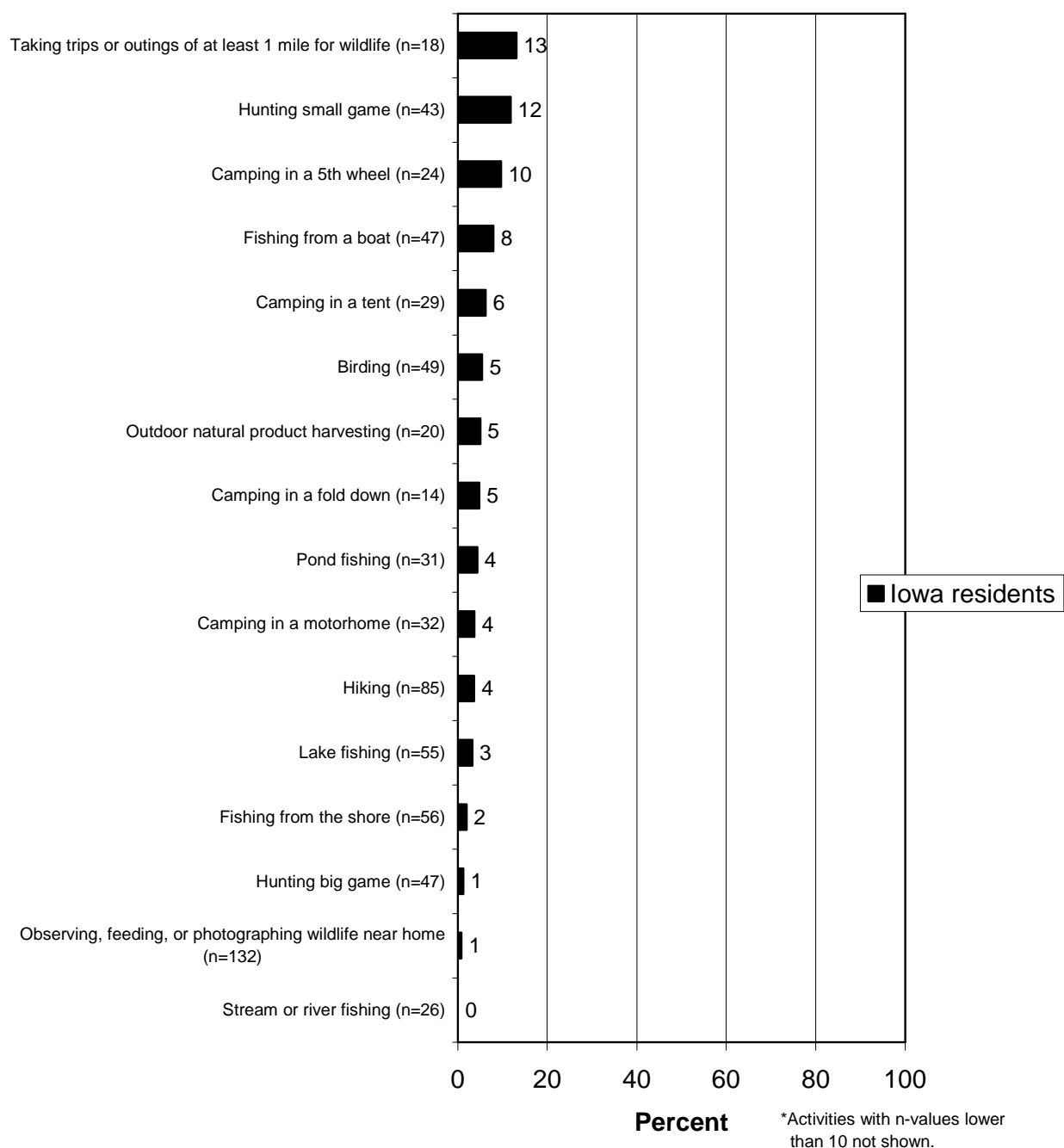
Q430, Q439. Percent who rate the availability of [activity] opportunities in Iowa as excellent or good. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



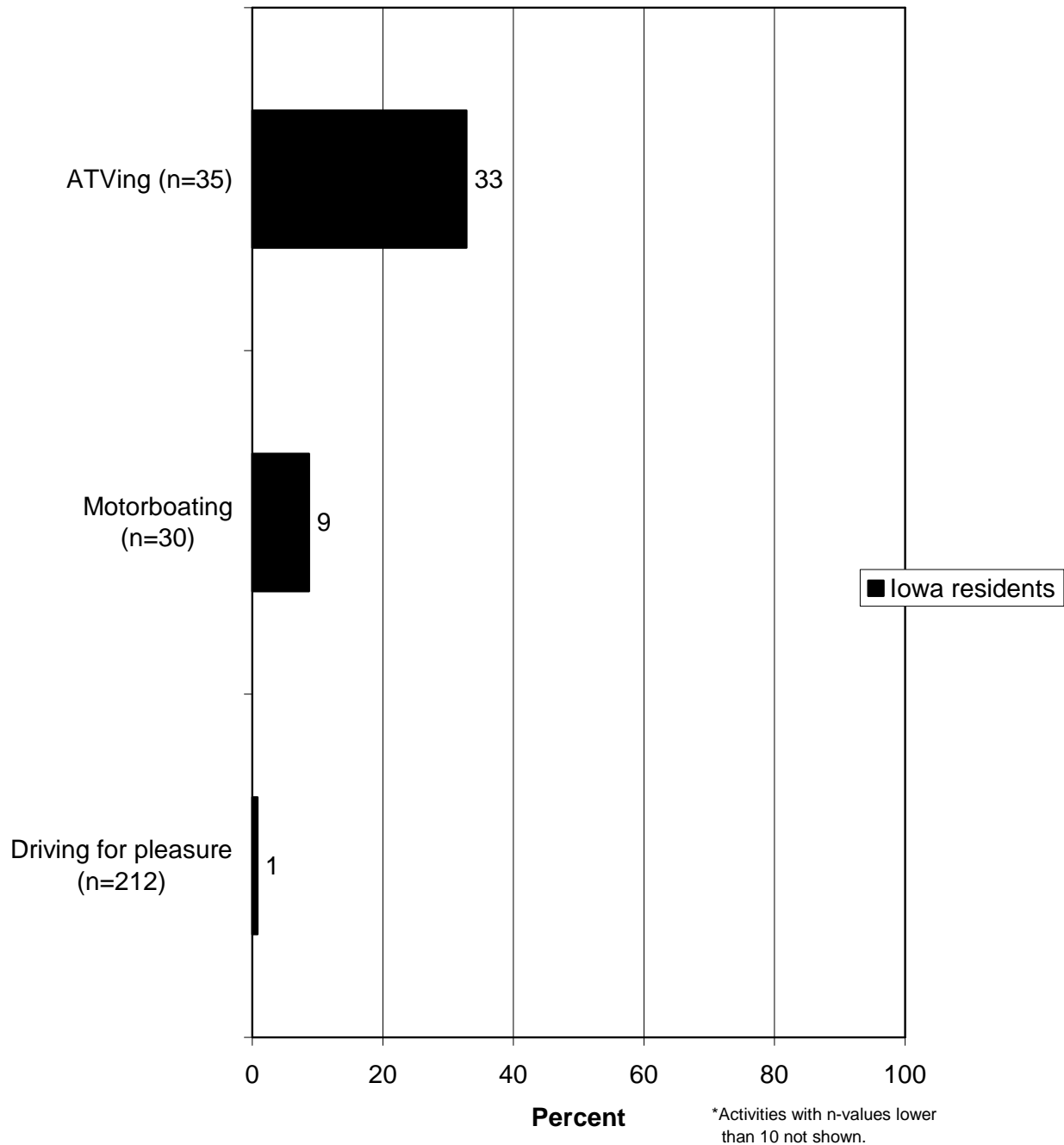
Q430, Q439. Percent who rate the availability of [activity] opportunities in Iowa as poor. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



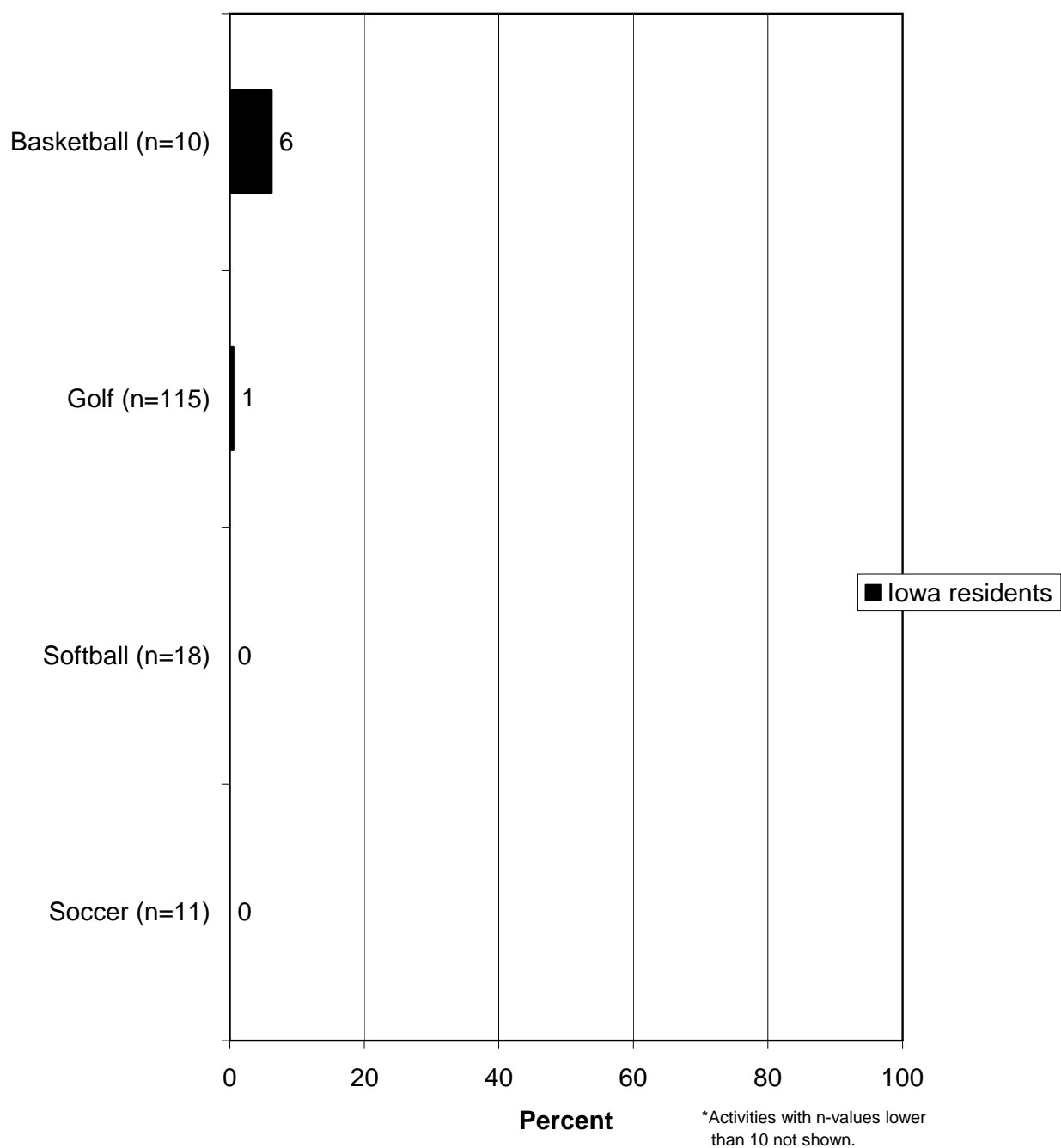
Q430, Q439. Percent who rate the availability of [activity] opportunities in Iowa as poor. (Wildlife-Related Activities, Including Hiking and Camping)



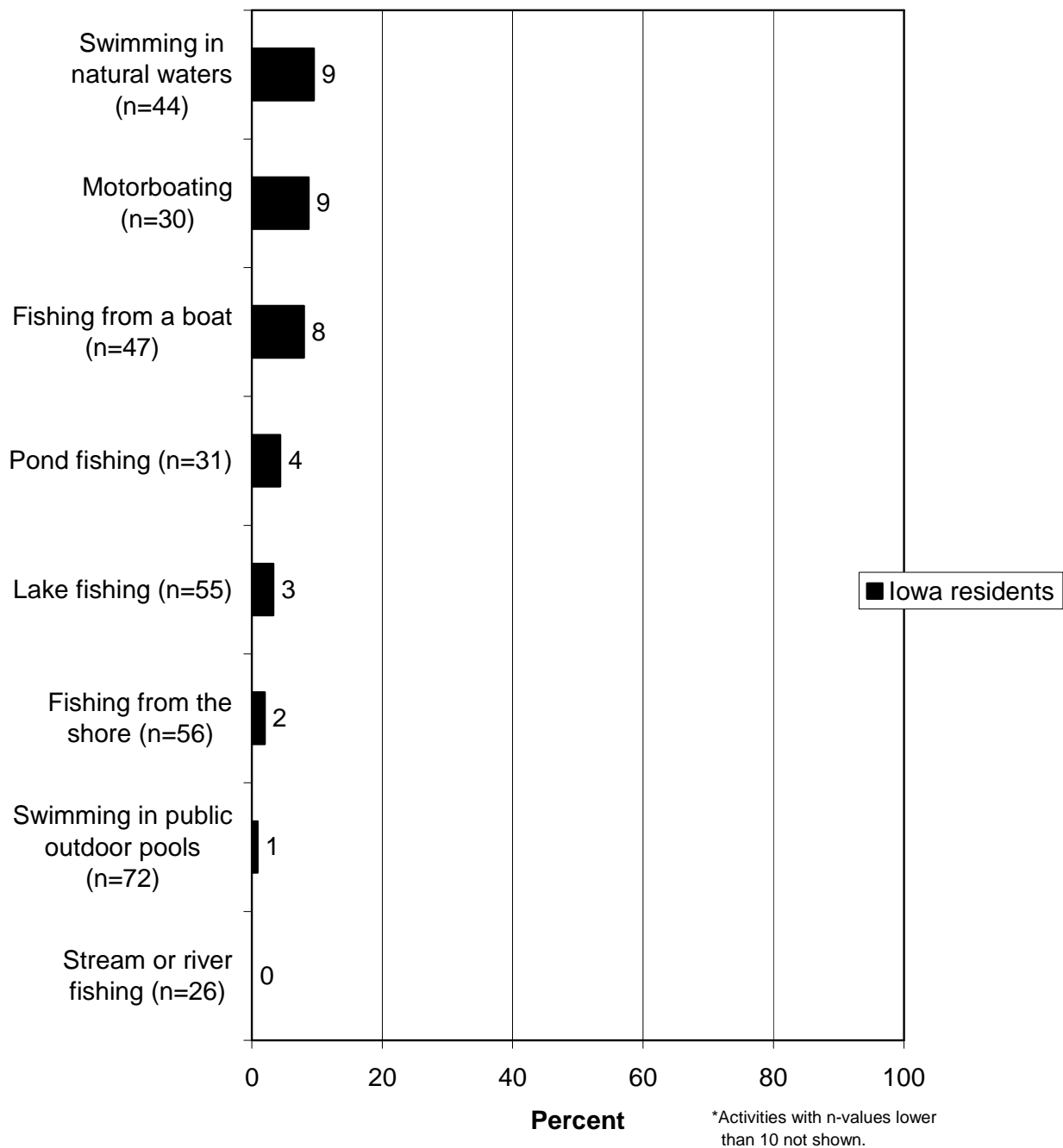
**Q430, Q439. Percent who rate the availability of
[activity] opportunities in Iowa as poor. (Motorized
Activities)**



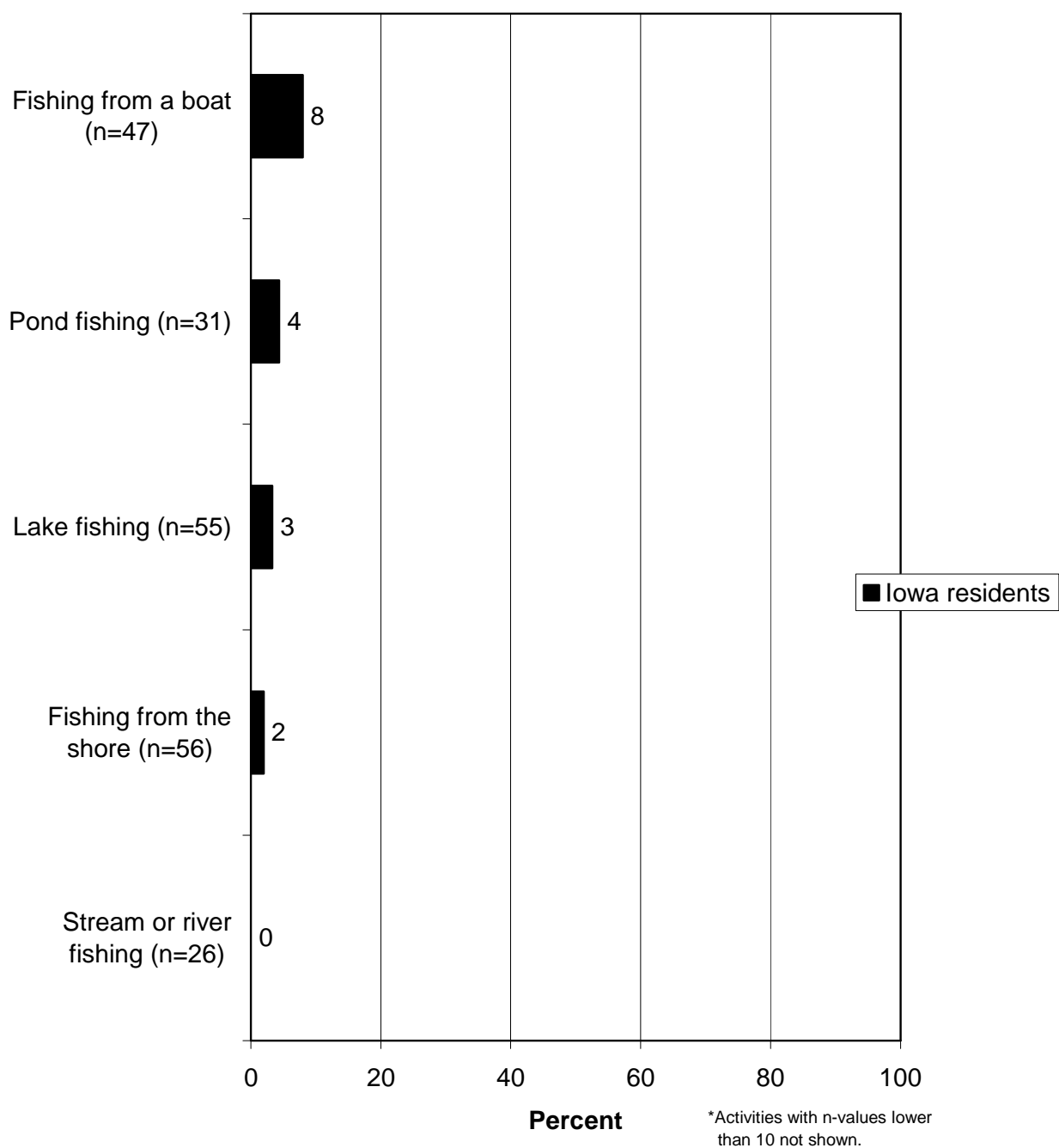
**Q430, Q439. Percent who rate the availability of
[activity] opportunities in Iowa as poor.
(Competitive Sports - Individual and Team Sports)**



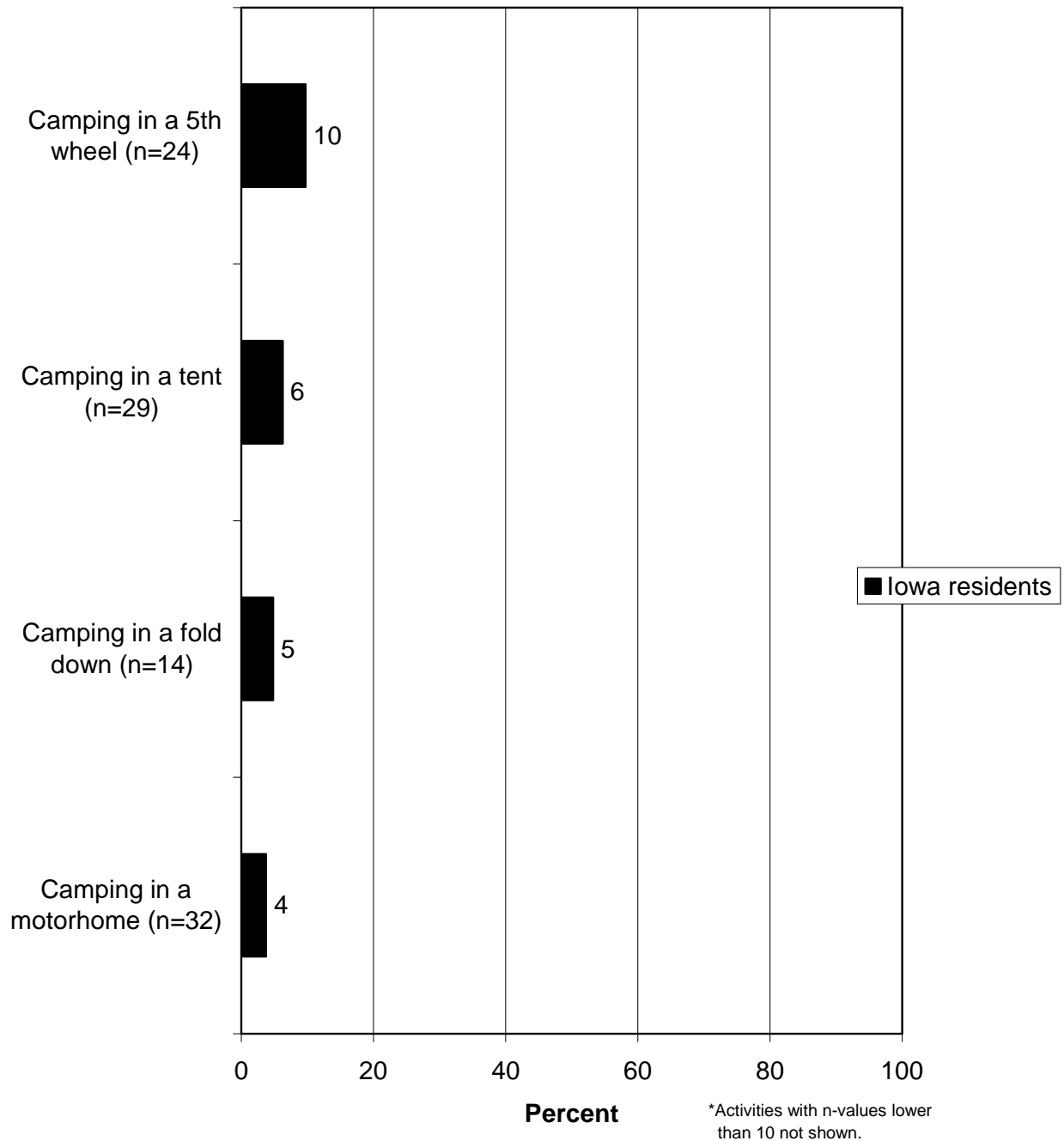
**Q430, Q439. Percent who rate the availability of
[activity] opportunities in Iowa as poor. (Water-
Related Activities)**



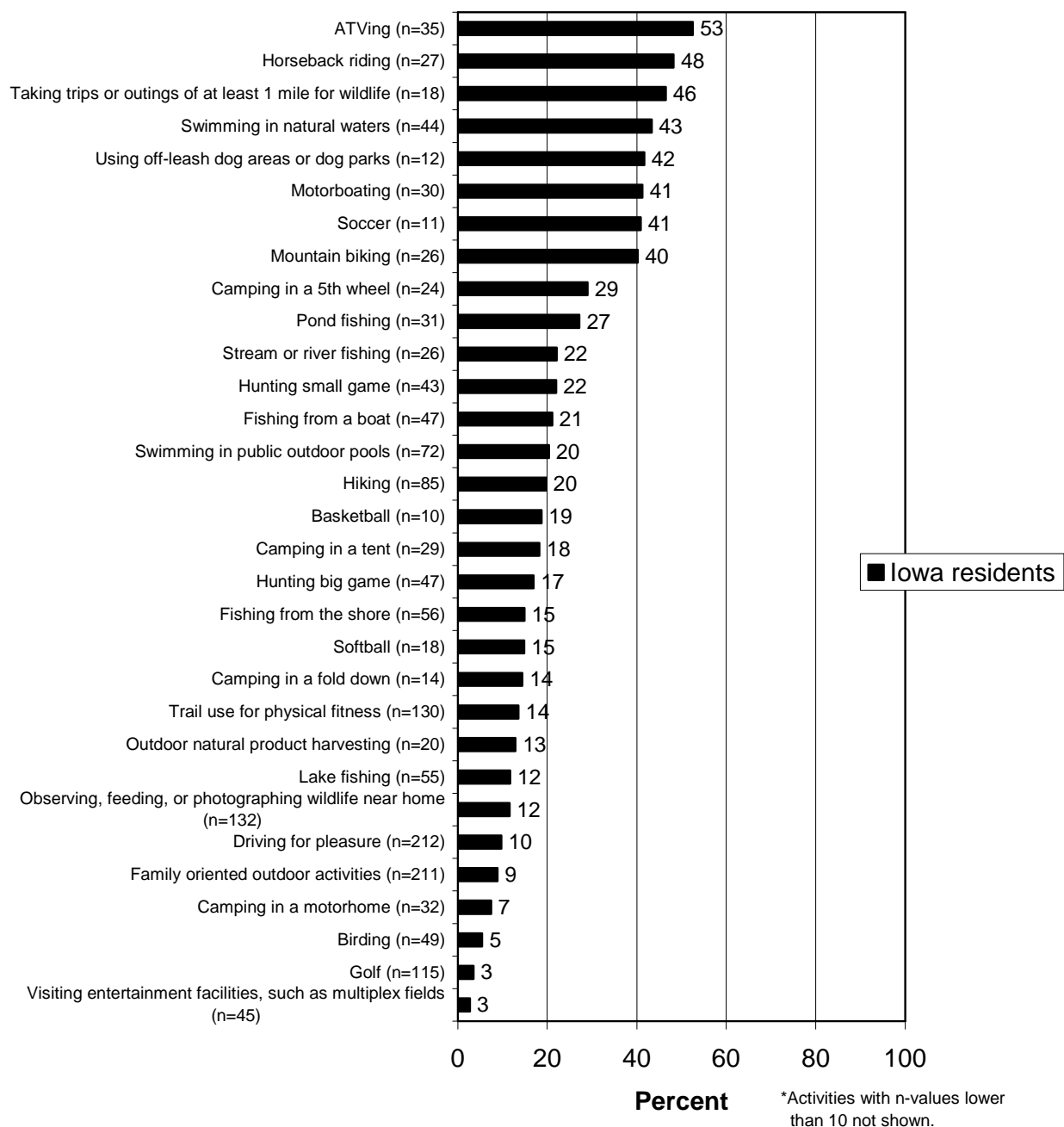
**Q430, Q439. Percent who rate the availability of
[activity] opportunities in Iowa as poor. (Fishing)**



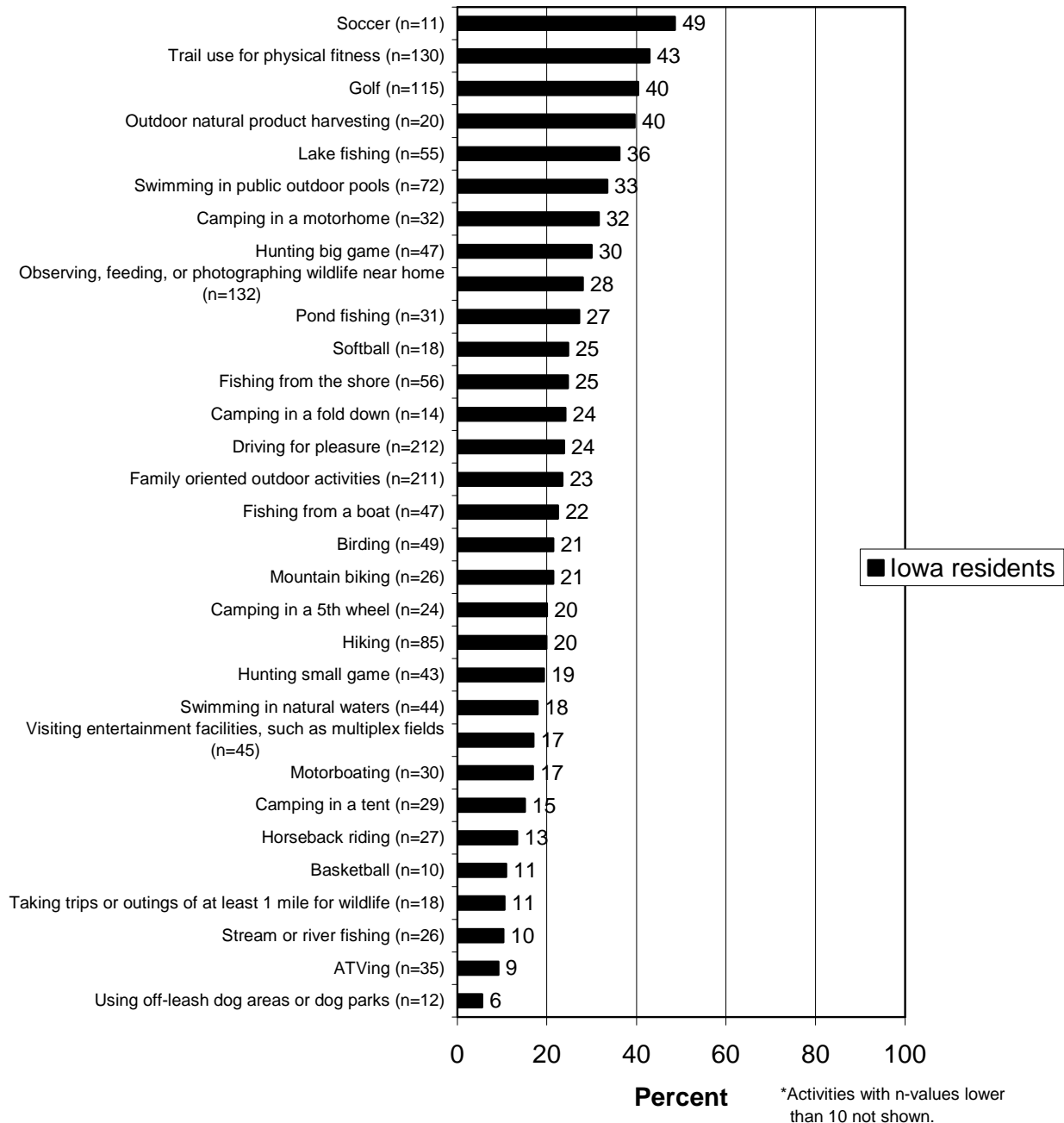
**Q430, Q439. Percent who rate the availability of
[activity] opportunities in Iowa as poor. (Camping)**



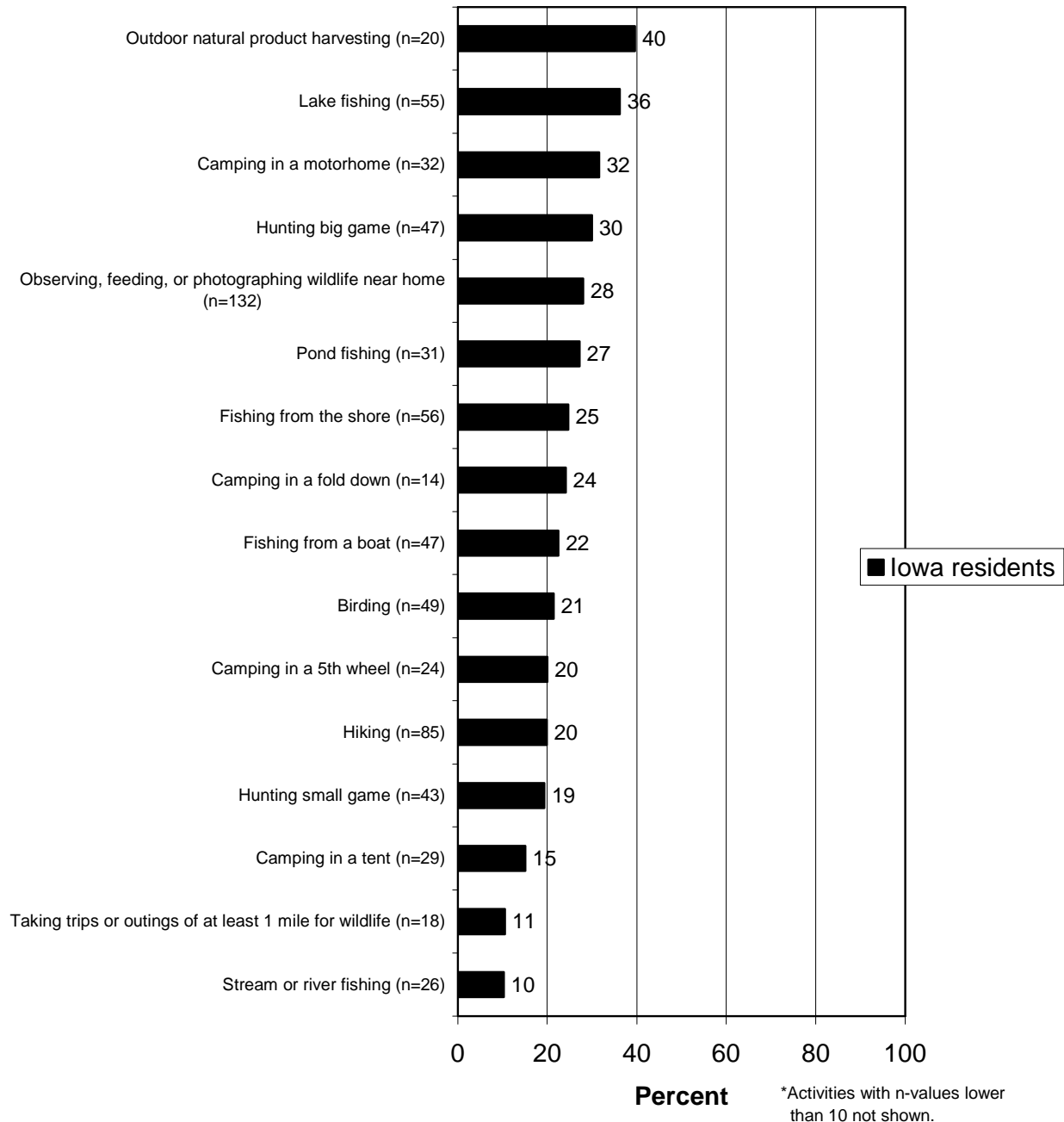
Q430, Q439. Percent who rate the availability of [activity] opportunities in Iowa as fair or poor. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



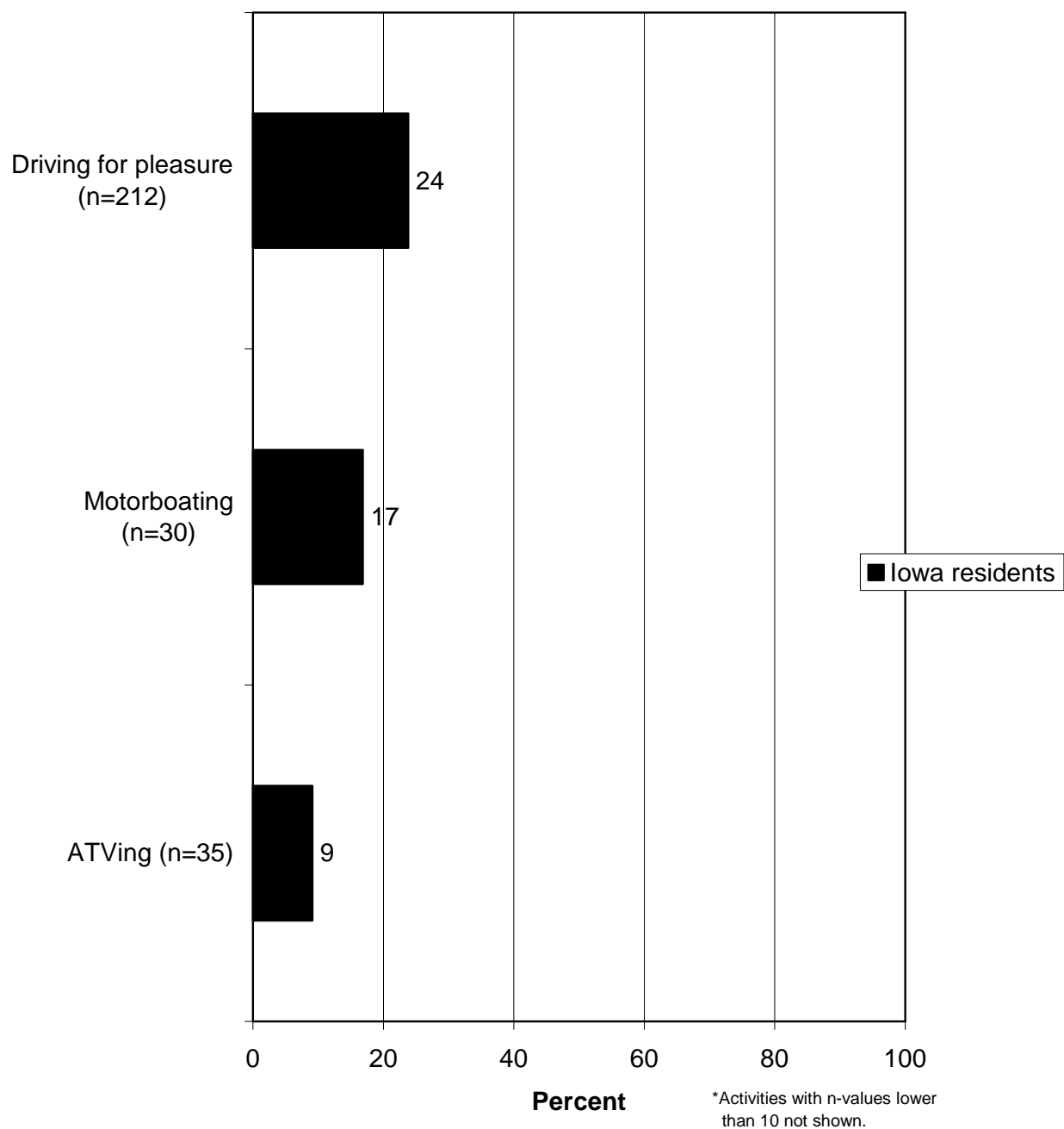
Q432, Q441. Percent who rate the state's efforts to provide [activity] opportunities as excellent. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



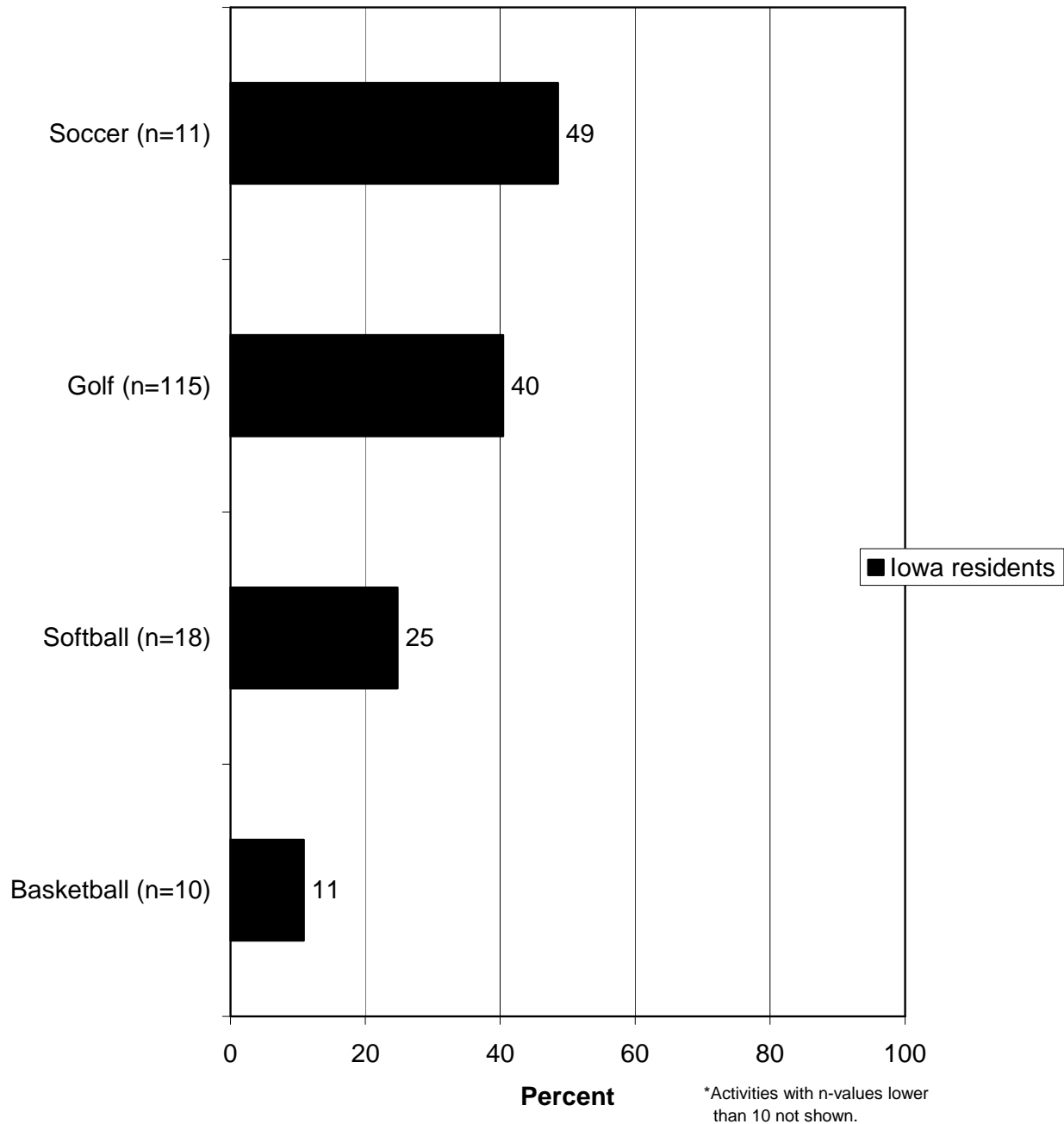
**Q432, Q441. Percent who rate the state's efforts to
provide [activity] opportunities as excellent.
(Wildlife-Related Activities, Including Hiking and
Camping)**



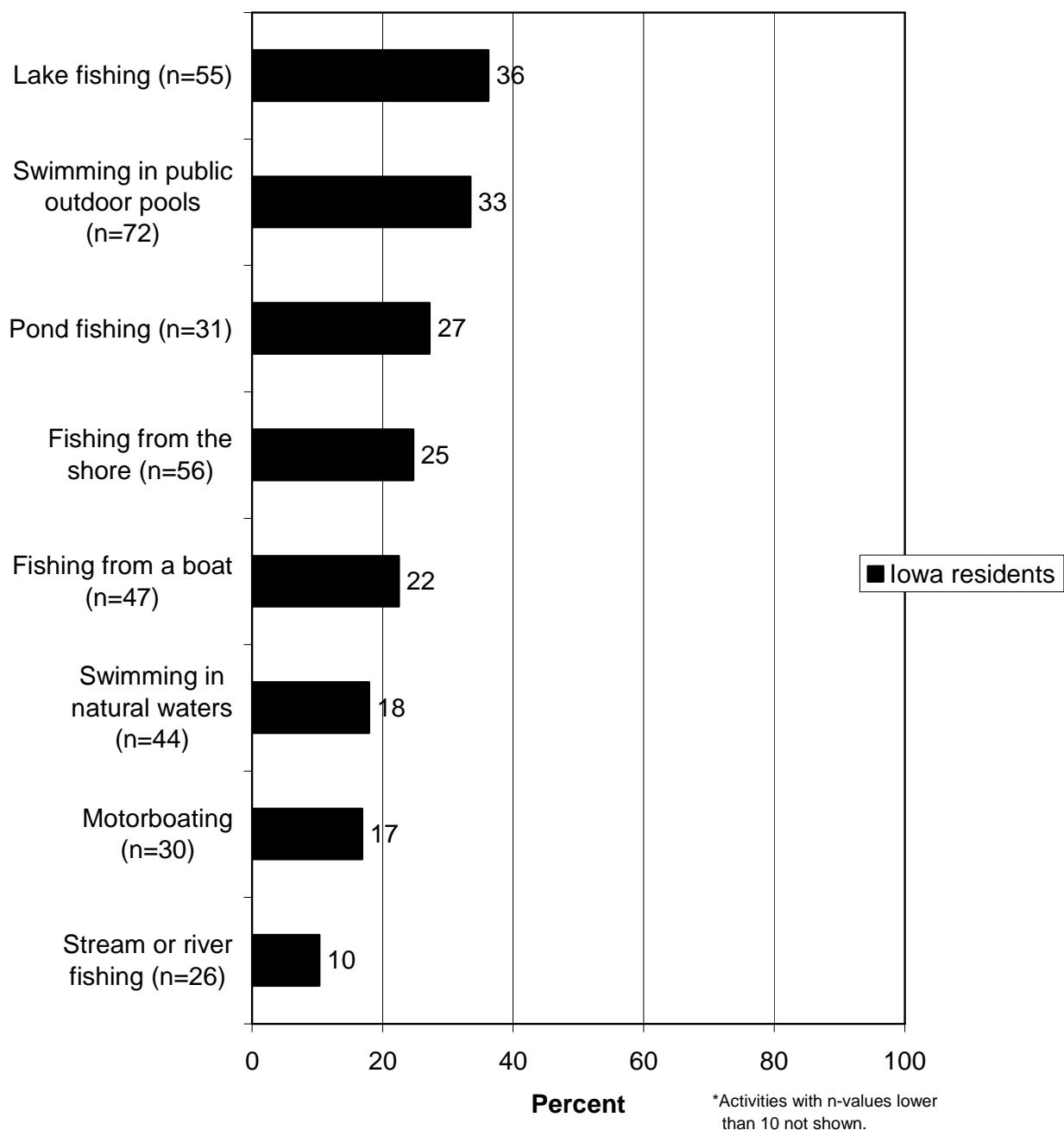
**Q432, Q441. Percent who rate the state's efforts to
provide [activity] opportunities as excellent.
(Motorized Activities)**



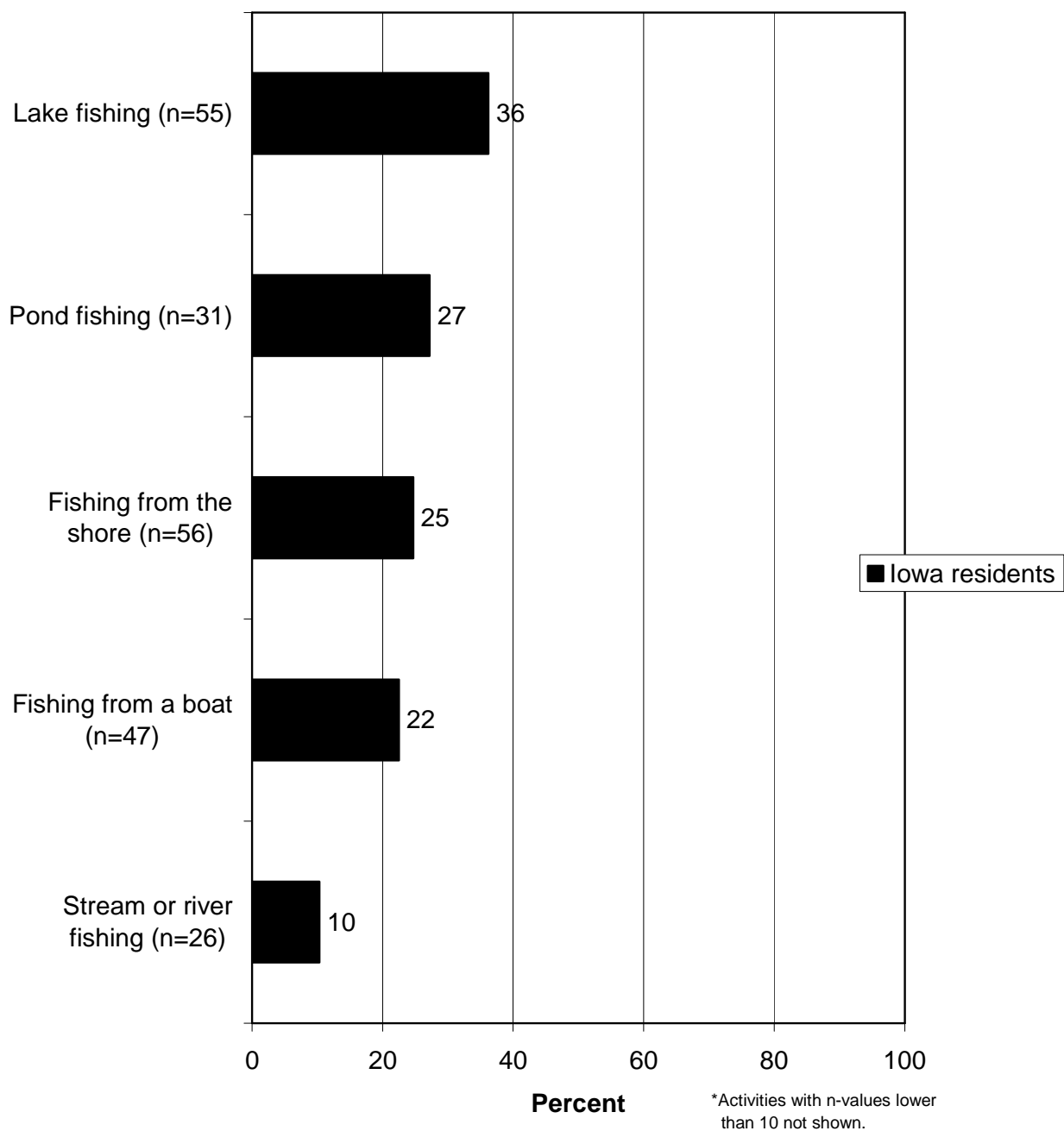
**Q432, Q441. Percent who rate the state's efforts to
provide [activity] opportunities as excellent.
(Competitive Sports - Individual and Team Sports)**



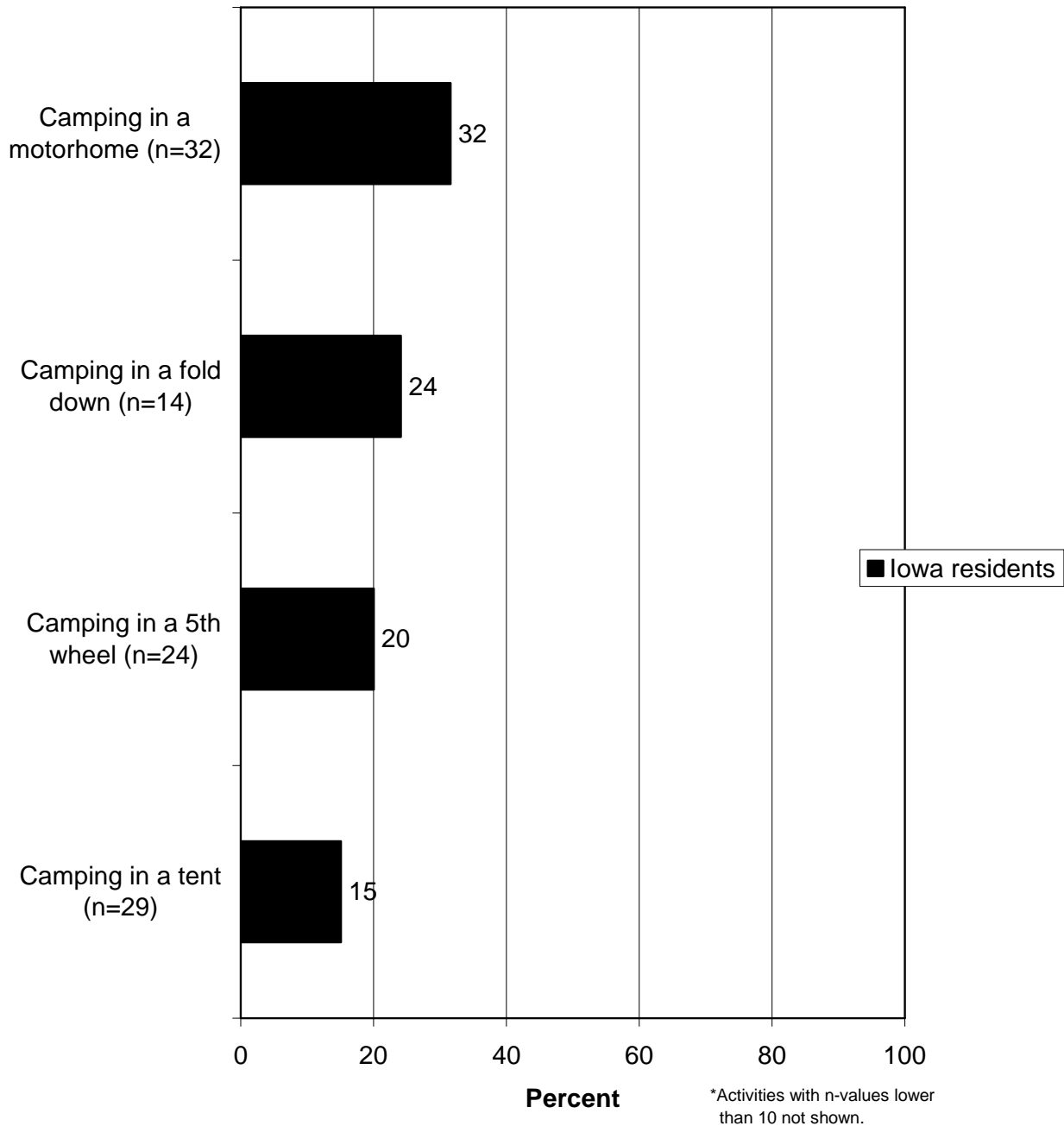
Q432, Q441. Percent who rate the state's efforts to provide [activity] opportunities as excellent. (Water-Related Activities)



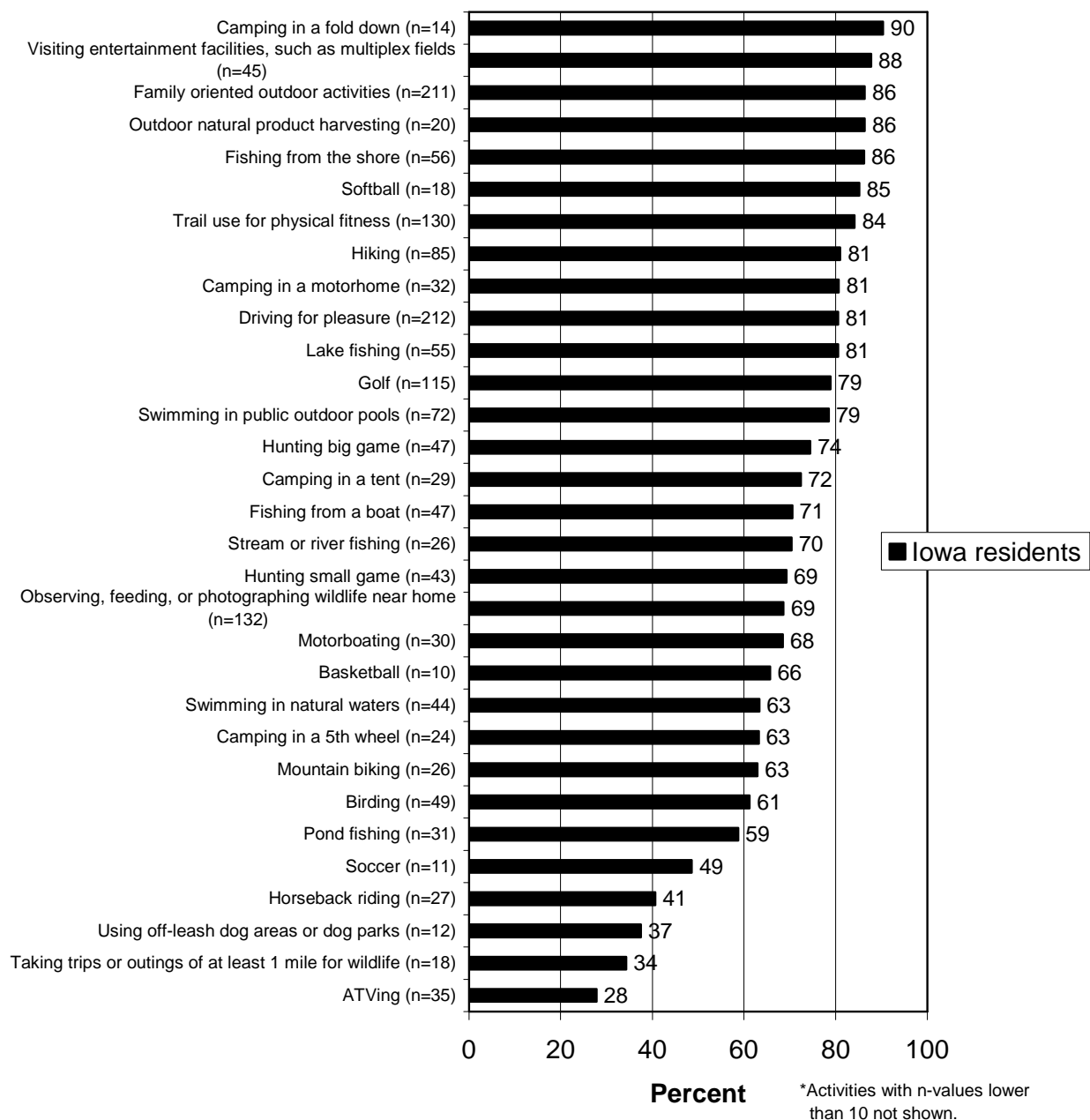
**Q432, Q441. Percent who rate the state's efforts to
provide [activity] opportunities as excellent.
(Fishing)**



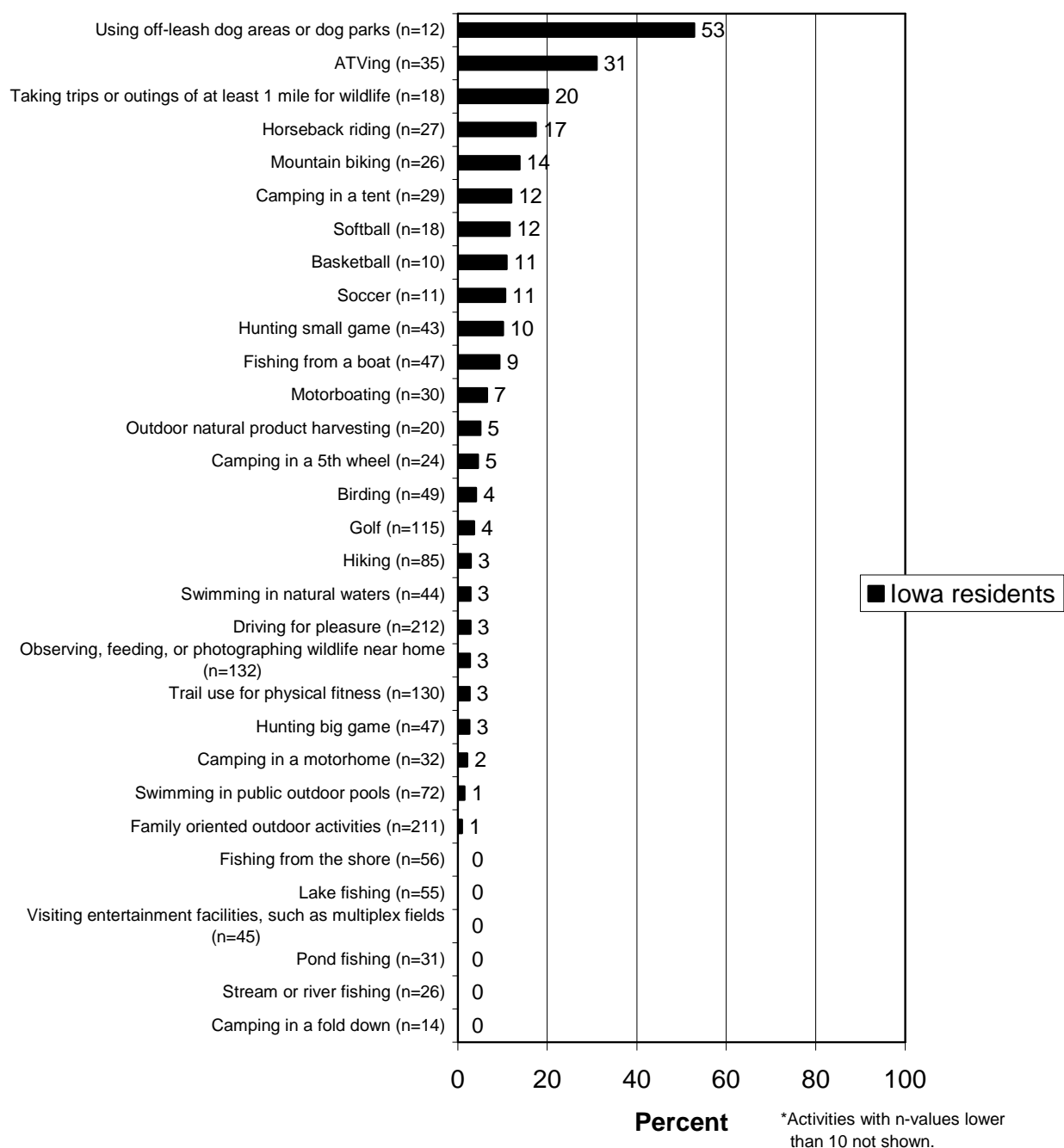
**Q432, Q441. Percent who rate the state's efforts to
provide [activity] opportunities as excellent.
(Camping)**



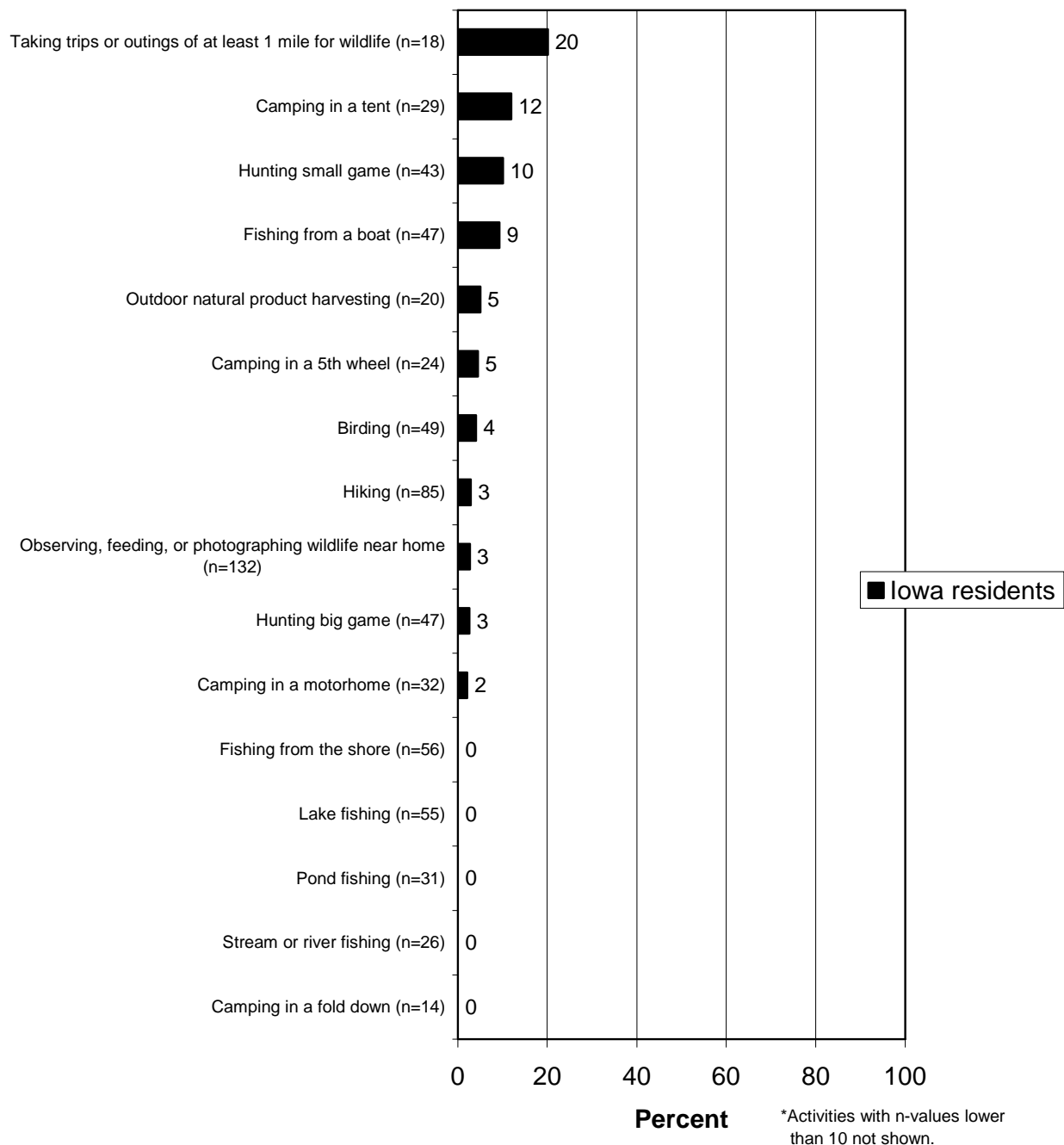
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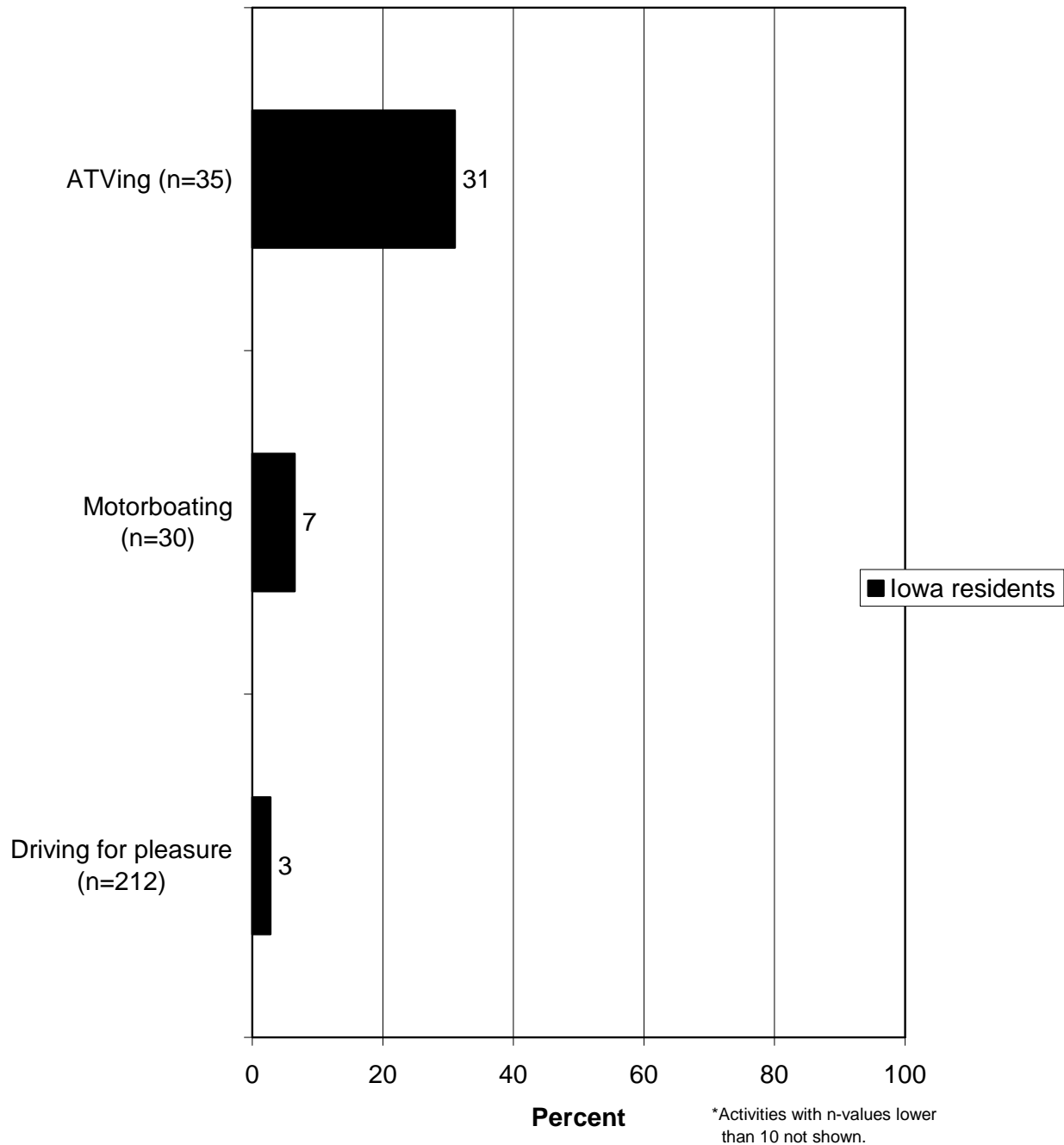
Q432, Q441. Percent who rate the state's efforts to provide [activity] opportunities as poor. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



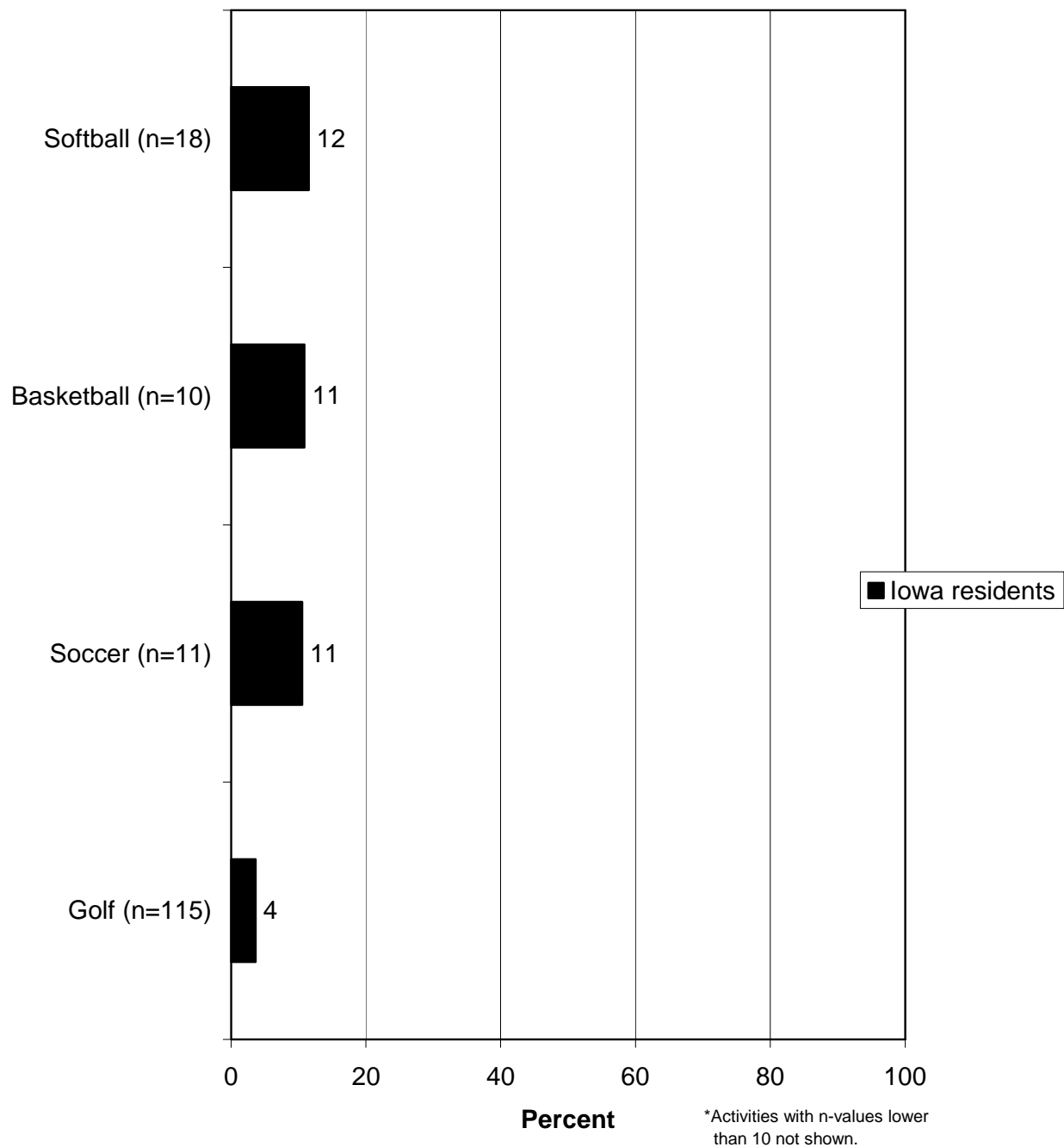
Q432, Q441. Percent who rate the state's efforts to provide [activity] opportunities as poor. (Wildlife-Related Activities, Including Hiking and Camping)



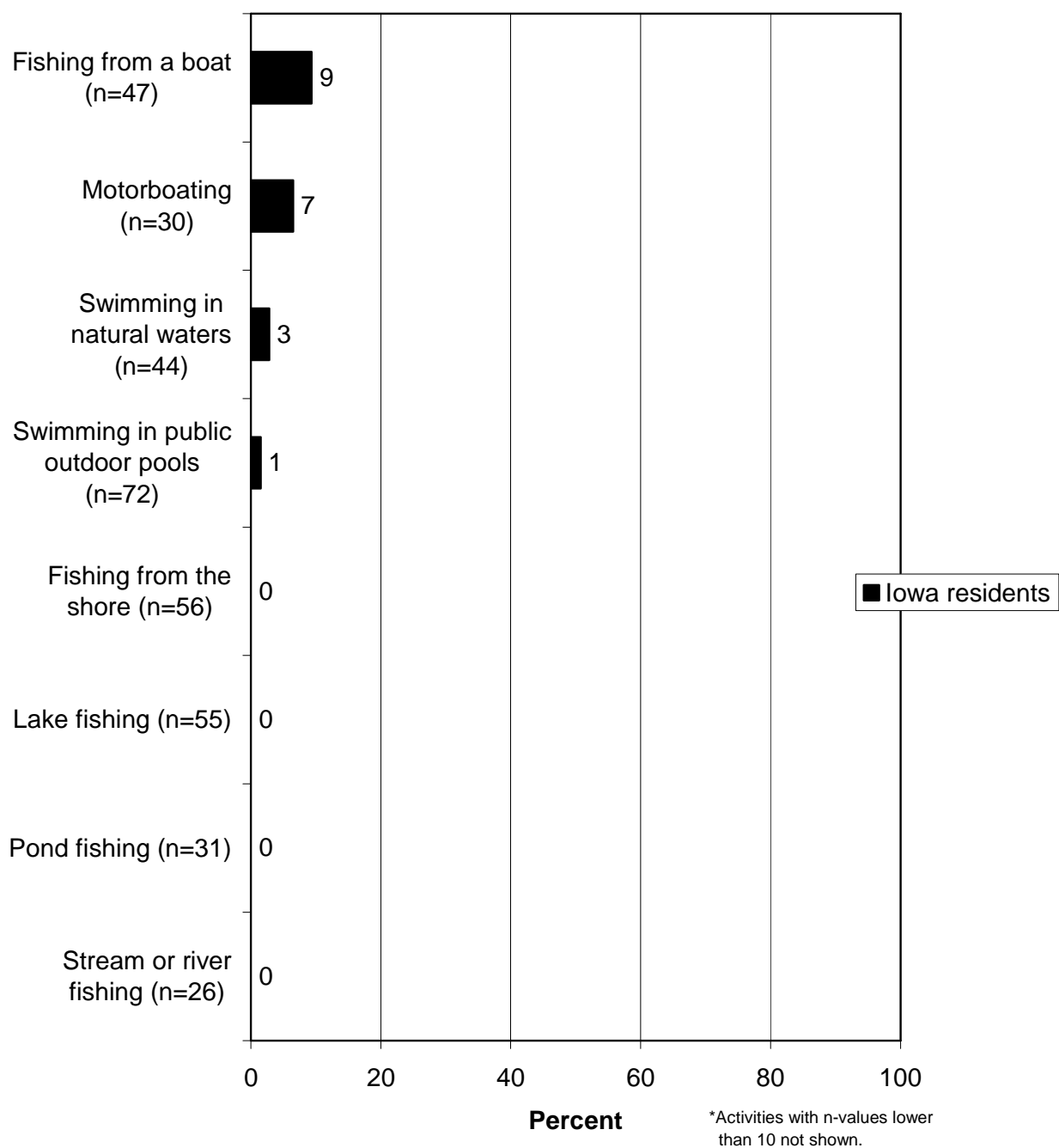
Q432, Q441. Percent who rate the state's efforts to provide [activity] opportunities as poor. (Motorized Activities)



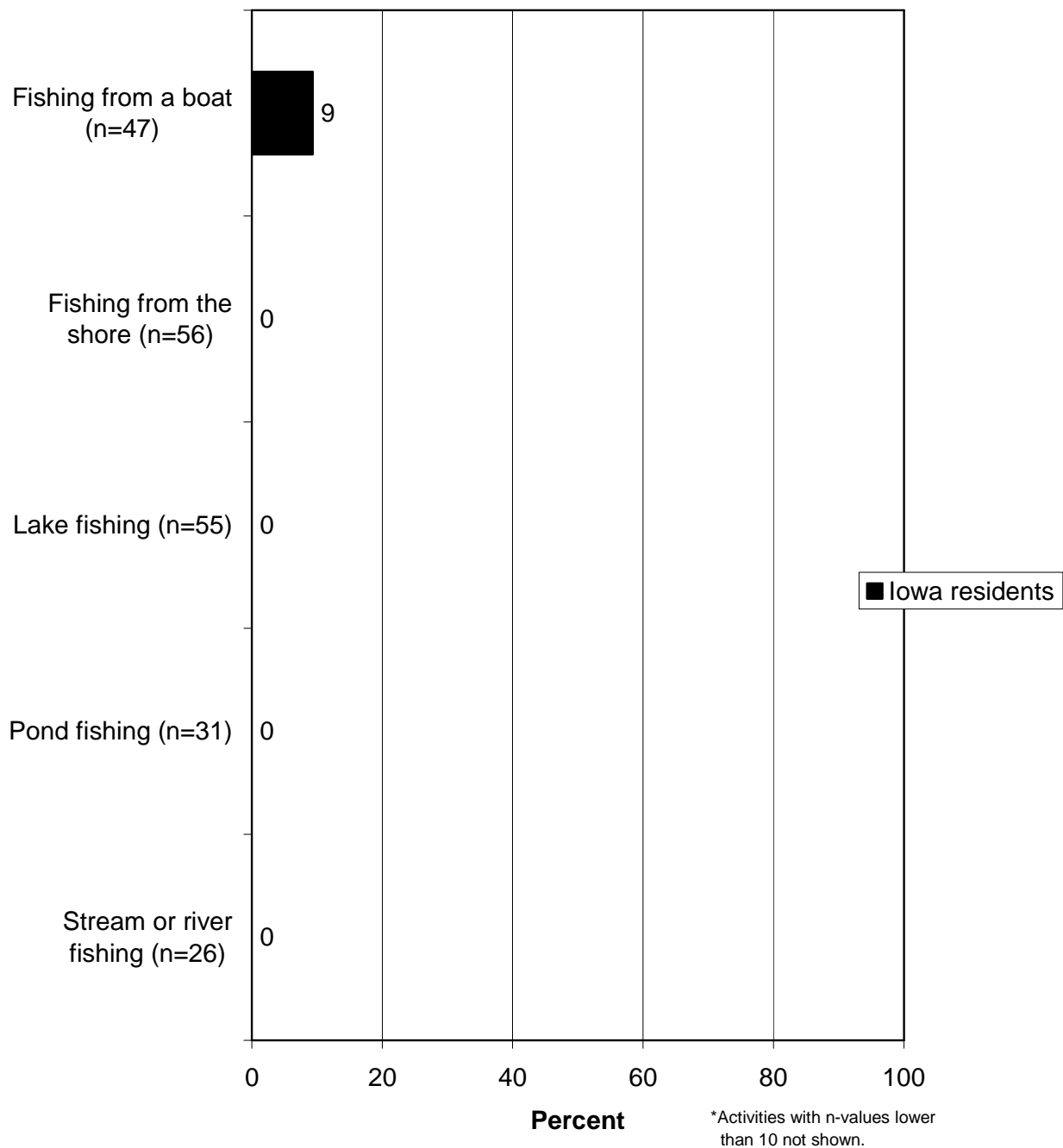
**Q432, Q441. Percent who rate the state's efforts to
provide [activity] opportunities as poor.
(Competitive Sports - Individual and Team Sports)**



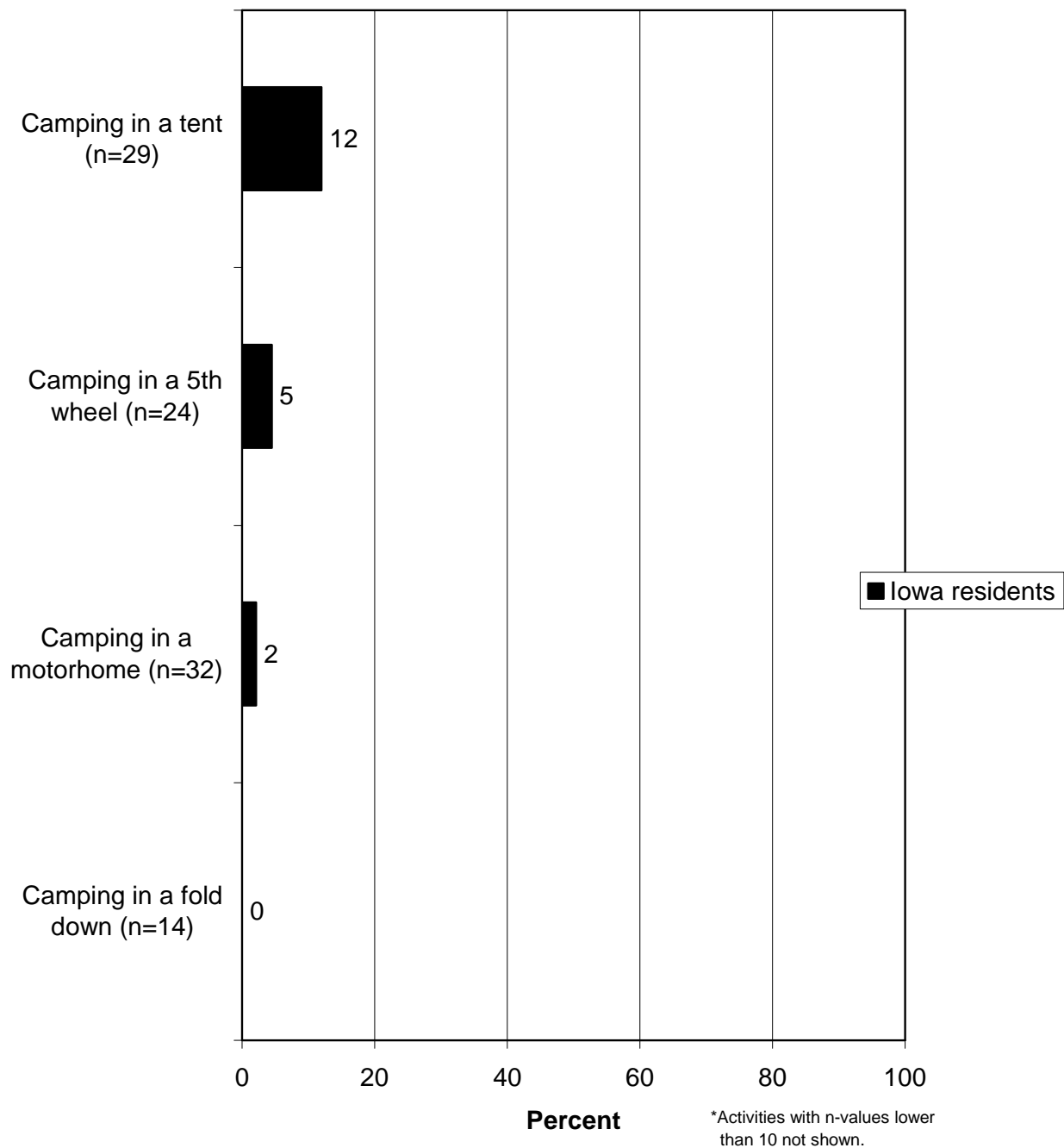
Q432, Q441. Percent who rate the state's efforts to provide [activity] opportunities as poor. (Water-Related Activities)



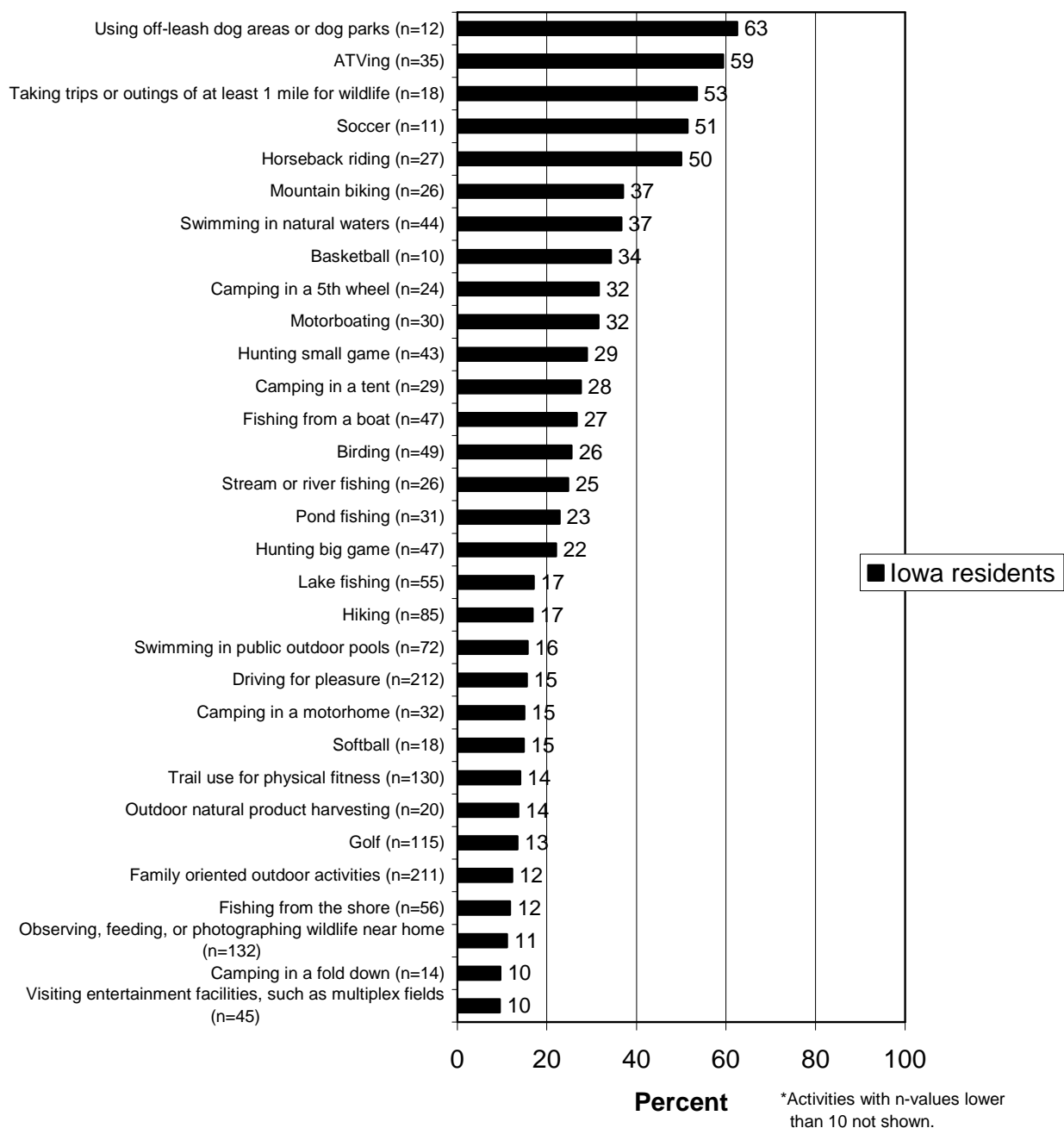
Q432, Q441. Percent who rate the state's efforts to provide [activity] opportunities as poor. (Fishing)



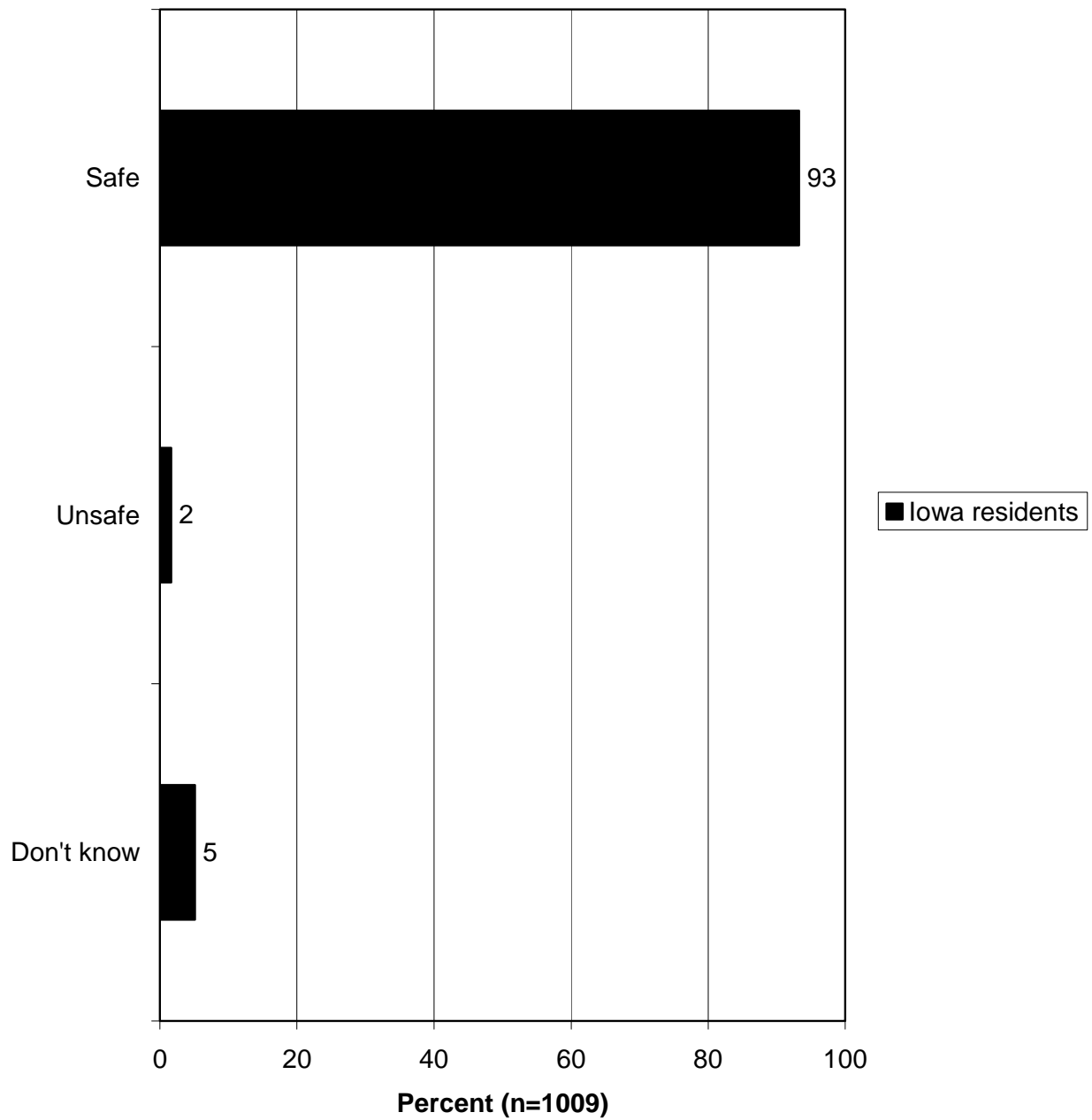
Q432, Q441. Percent who rate the state's efforts to provide [activity] opportunities as poor. (Camping)



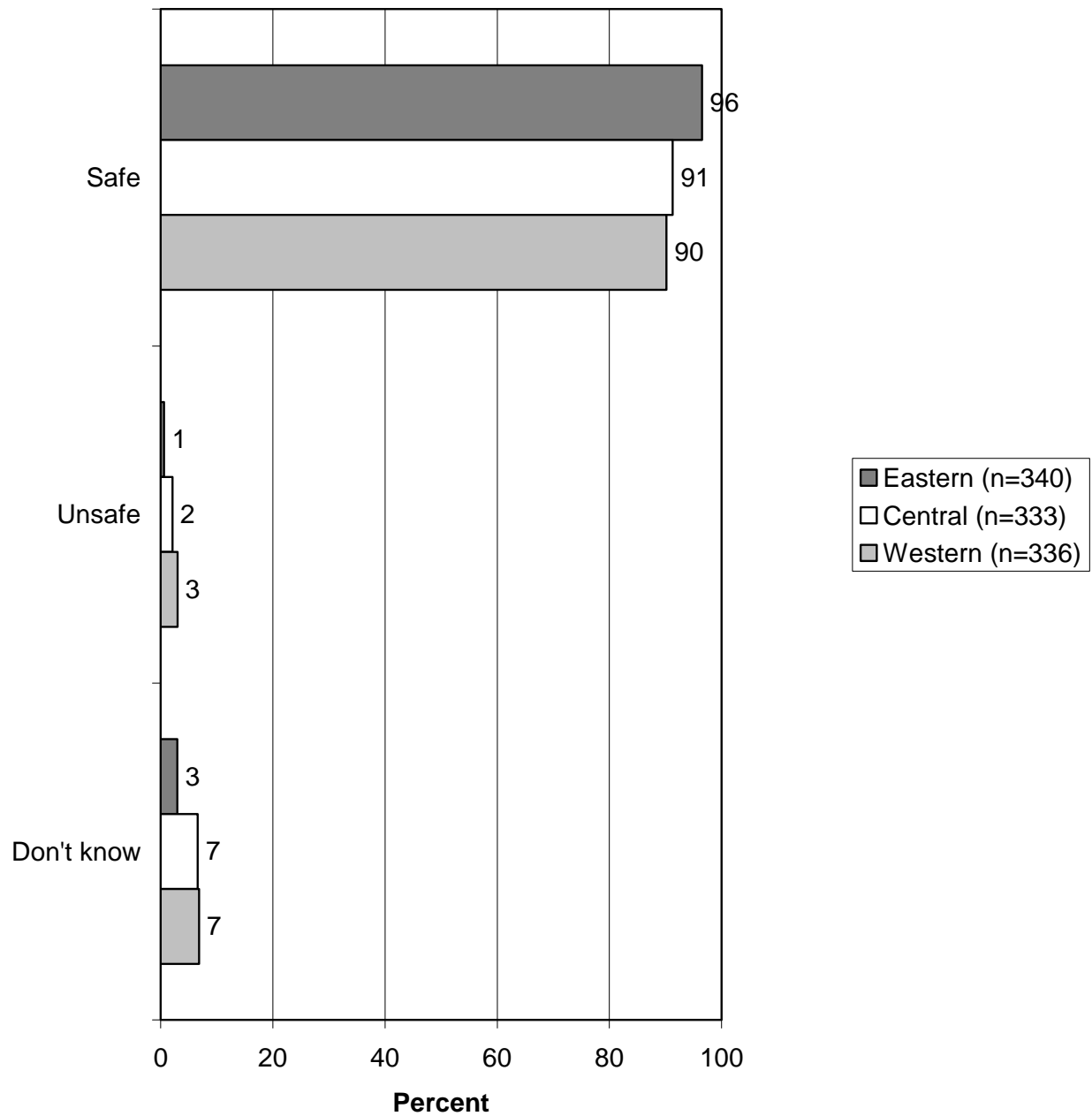
**Q432, Q441. Percent who rate the state's efforts to provide [activity] opportunities as fair or poor.
(Asked of those who named the activity among the top 2 activities in which they participated the most.)**



Q537. In general, do you feel participating in outdoor recreational activities in Iowa is safe or unsafe?



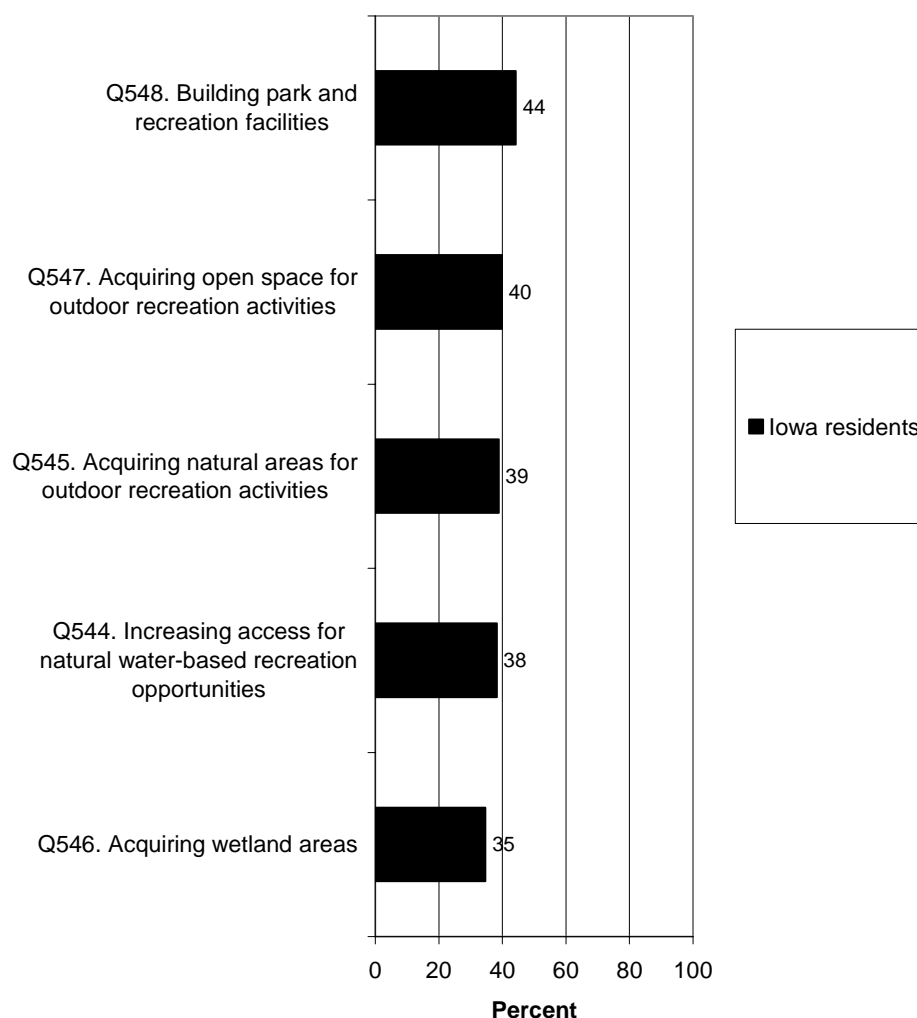
Q537. In general, do you feel participating in outdoor recreational activities in Iowa is safe or unsafe?



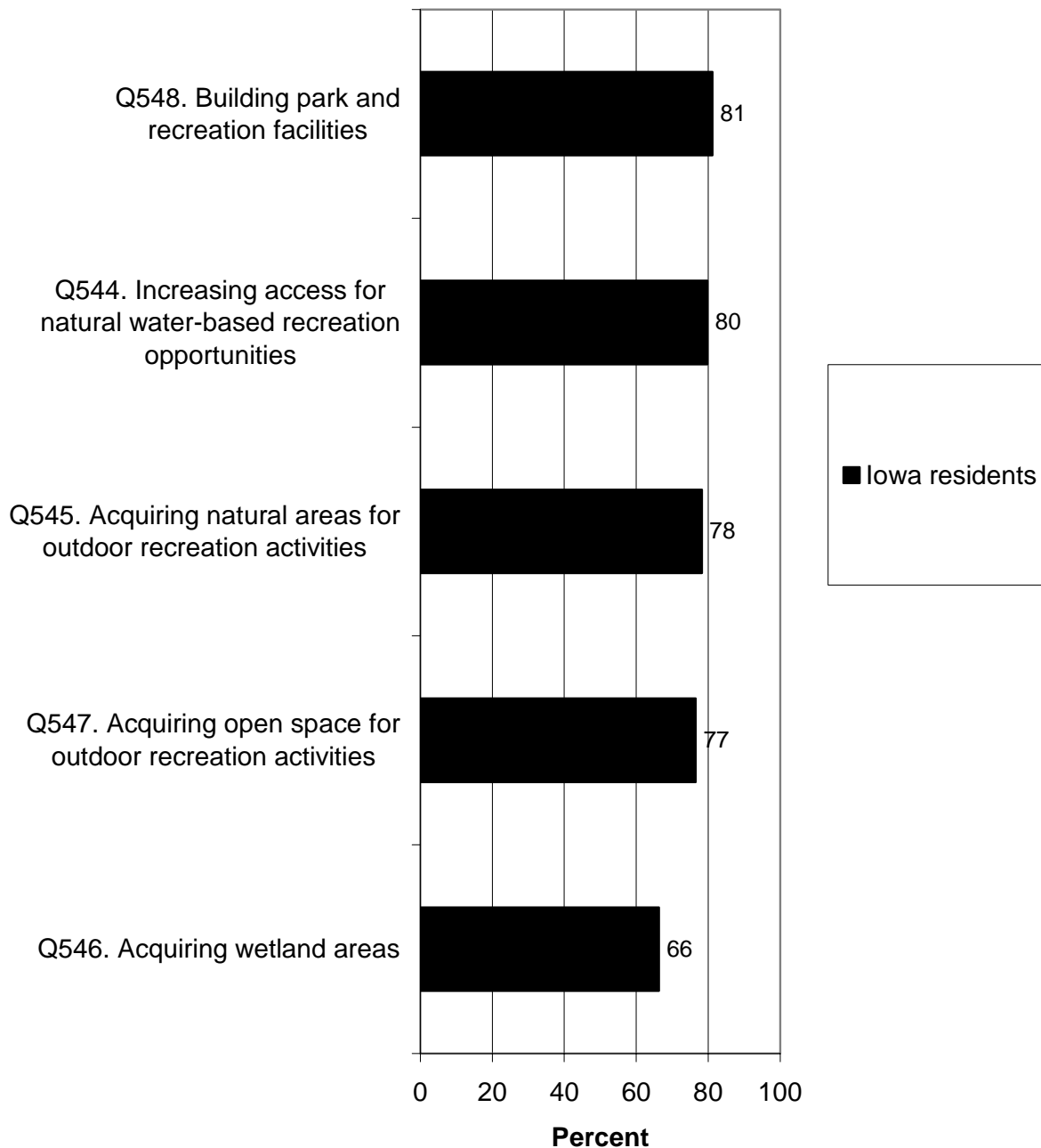
PERCEIVED PRIORITIES OF AGENCIES AND ORGANIZATIONS THAT PROVIDE OUTDOOR RECREATION

- The survey asked Iowa residents five questions about the priorities of the IDNR, and all had close results: 44% said that building park and recreation facilities should be a high priority, followed by acquiring open space (40%), acquiring natural areas (39%), increasing access for water-based recreation (38%), and acquiring wetlands (35%). Note that every effort had a greater percentage saying it should be a high priority than saying it should be a low priority.

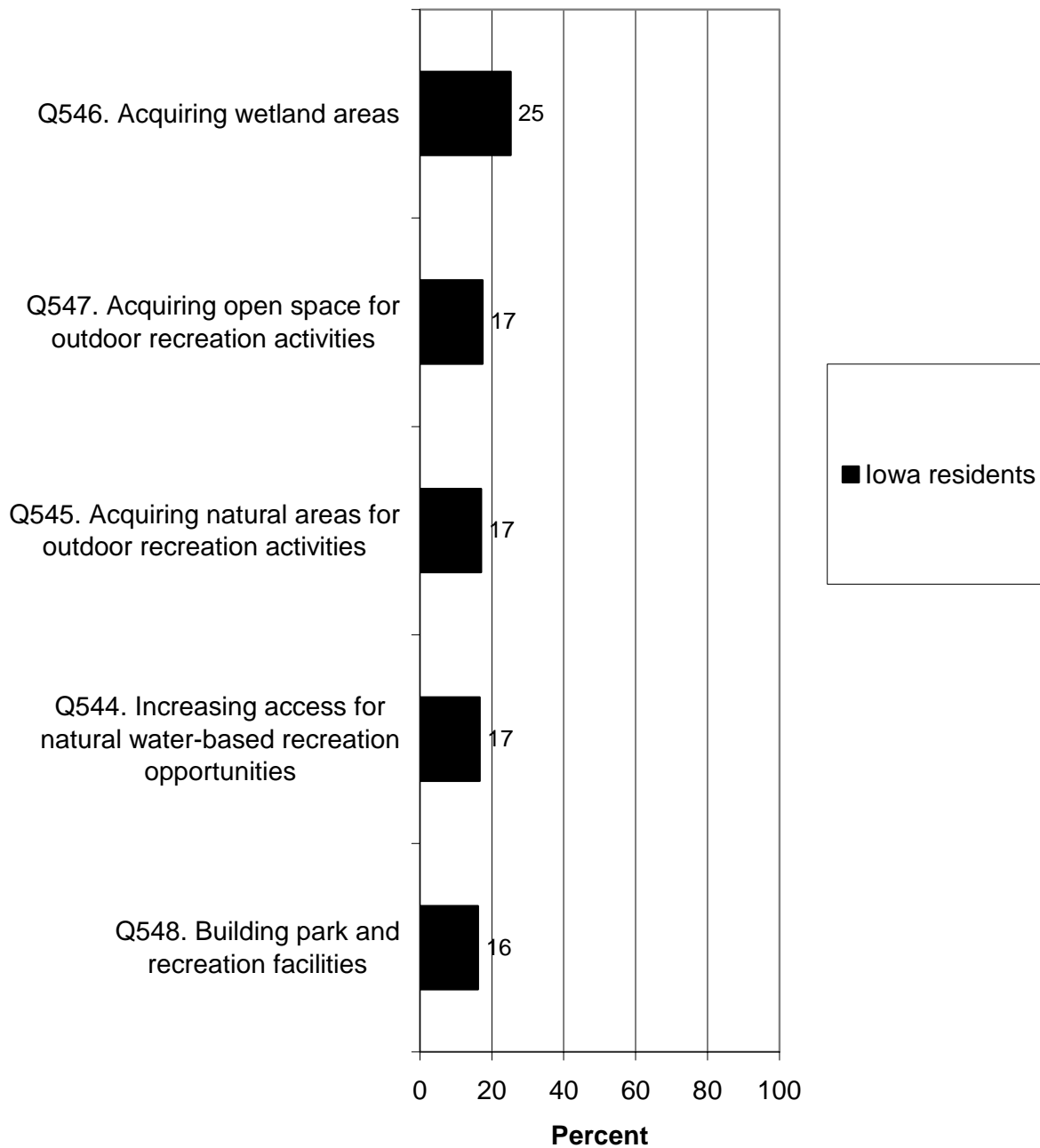
Q544-548. Percent who think the following should be a high priority for the IDNR.



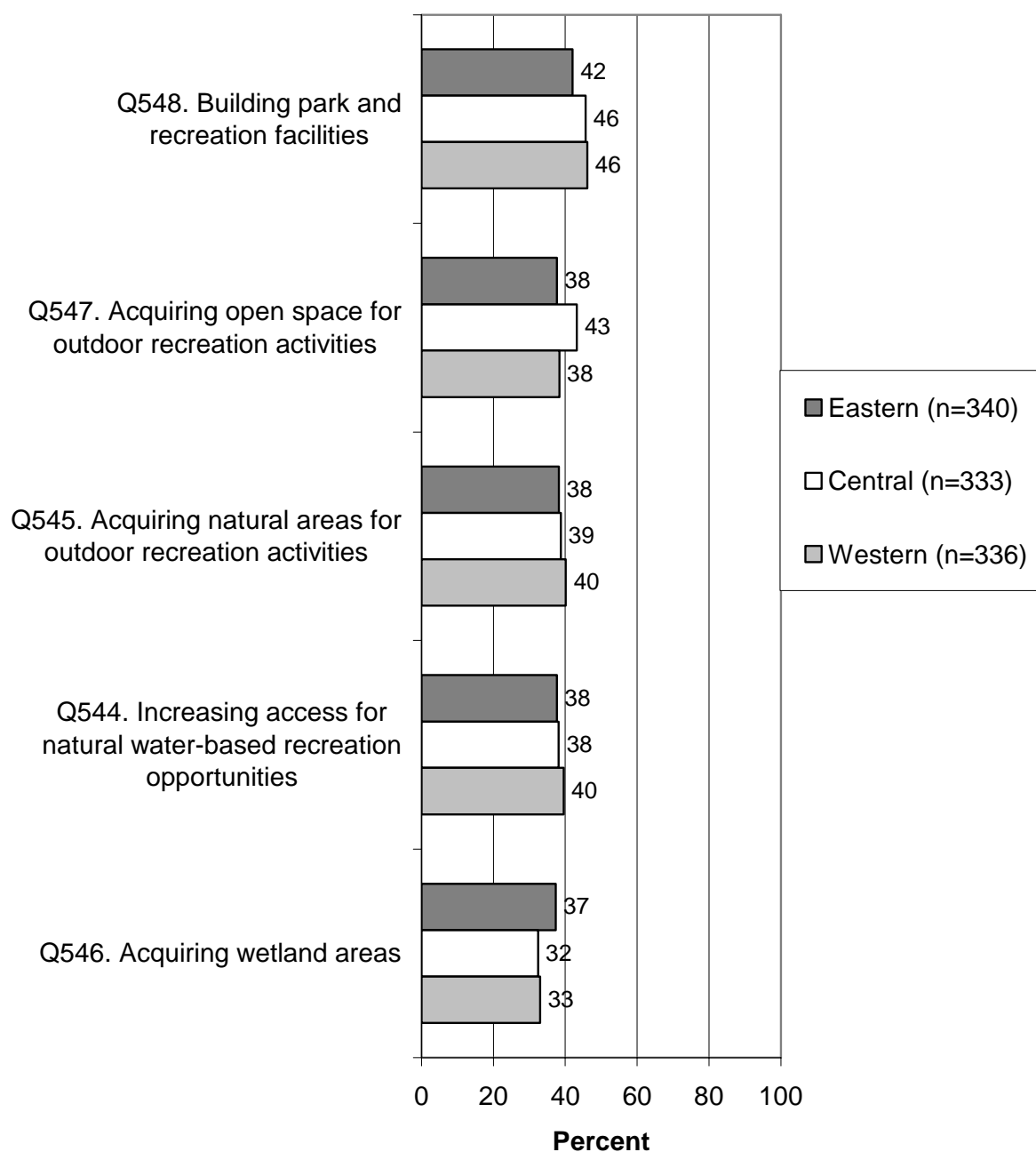
Q544-548. Percent who think the following should be a high or medium priority for the IDNR.



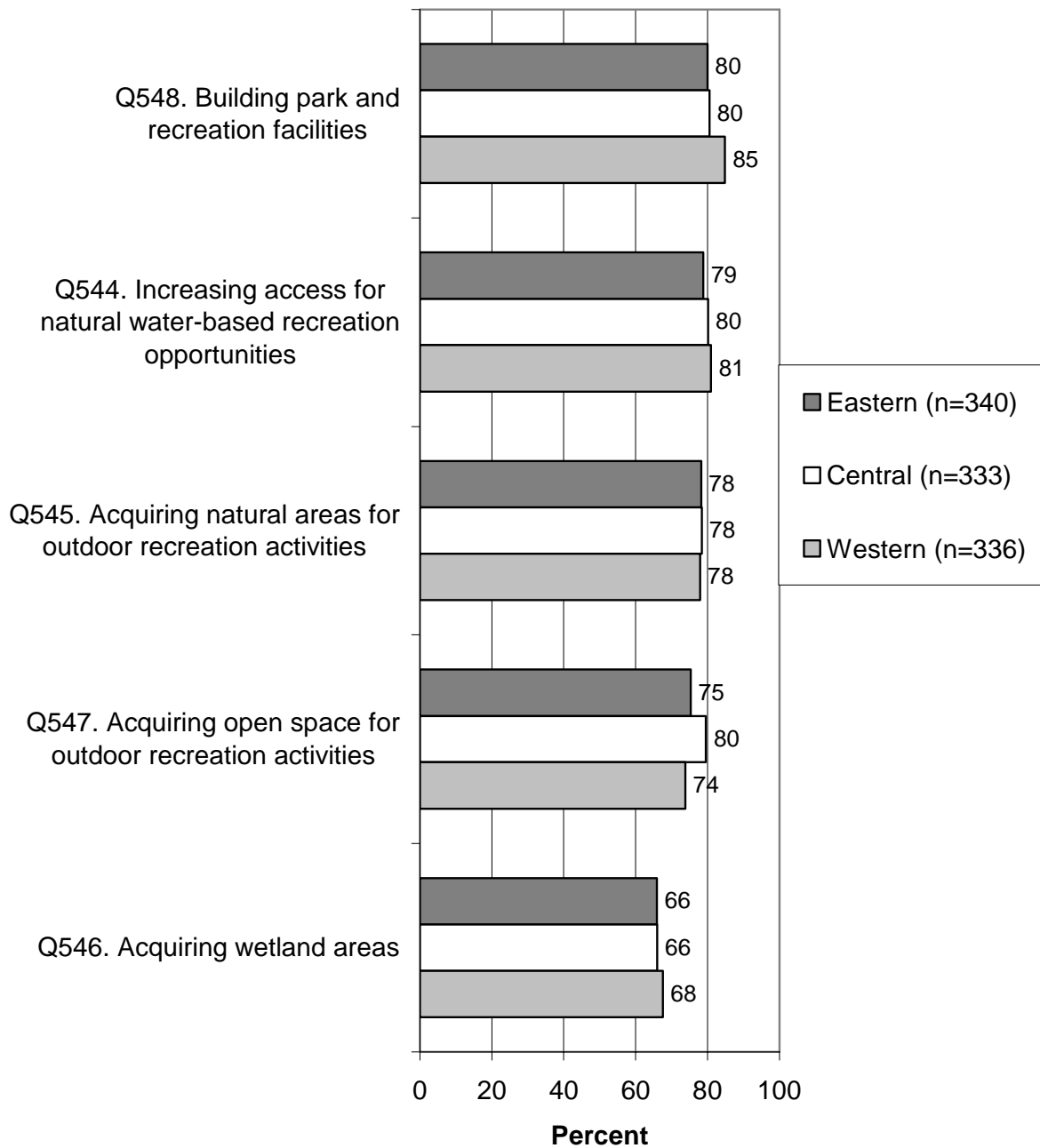
Q544-548. Percent who think the following should be a low priority for the IDNR.



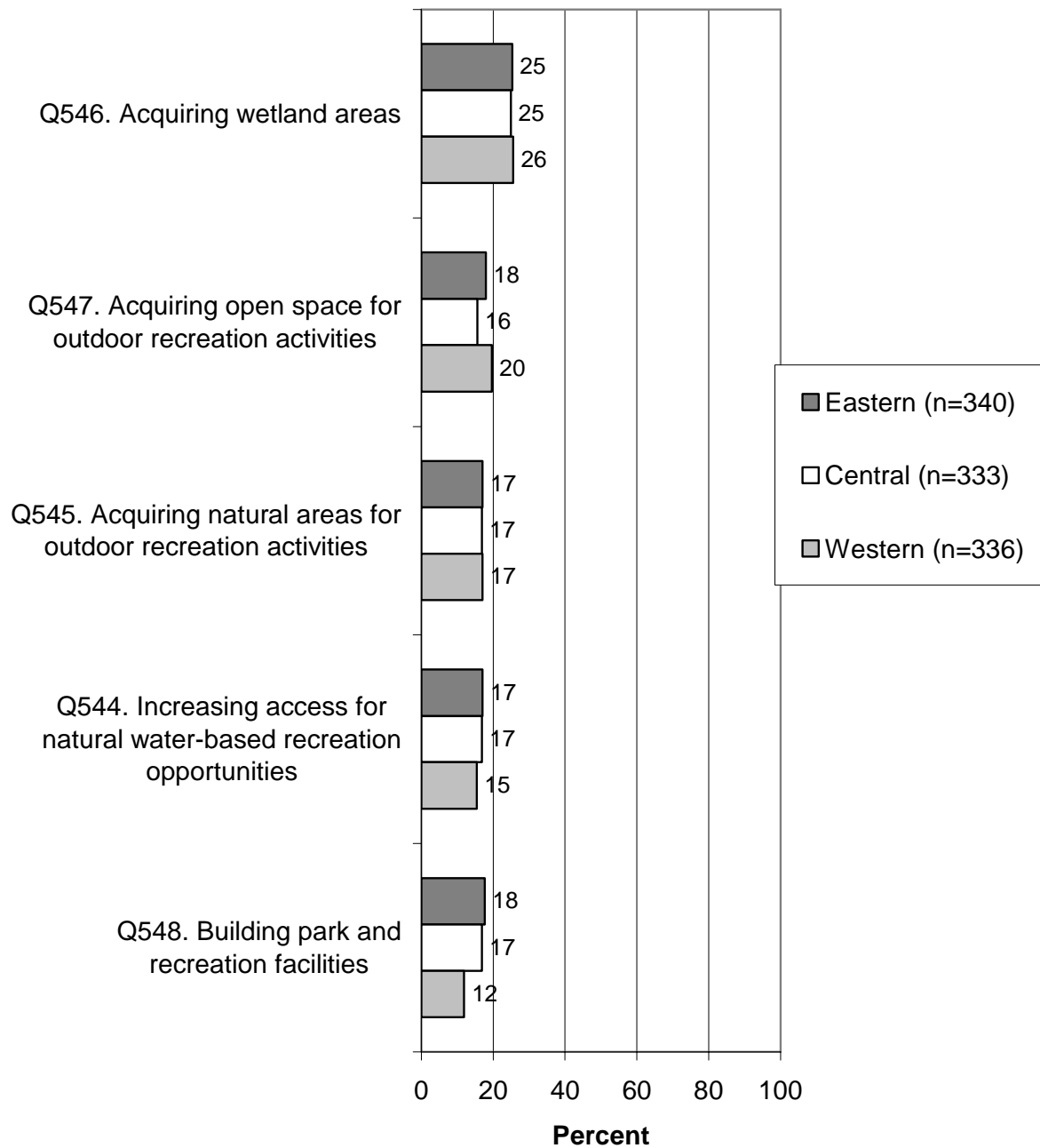
Q544-548. Percent who think the following should be a high priority for the IDNR.



Q544-548. Percent who think the following should be a high or medium priority for the IDNR.



Q544-548. Percent who think the following should be a low priority for the IDNR.



CONSTRAINTS TO AND INCENTIVES FOR PARTICIPATION IN ACTIVITIES

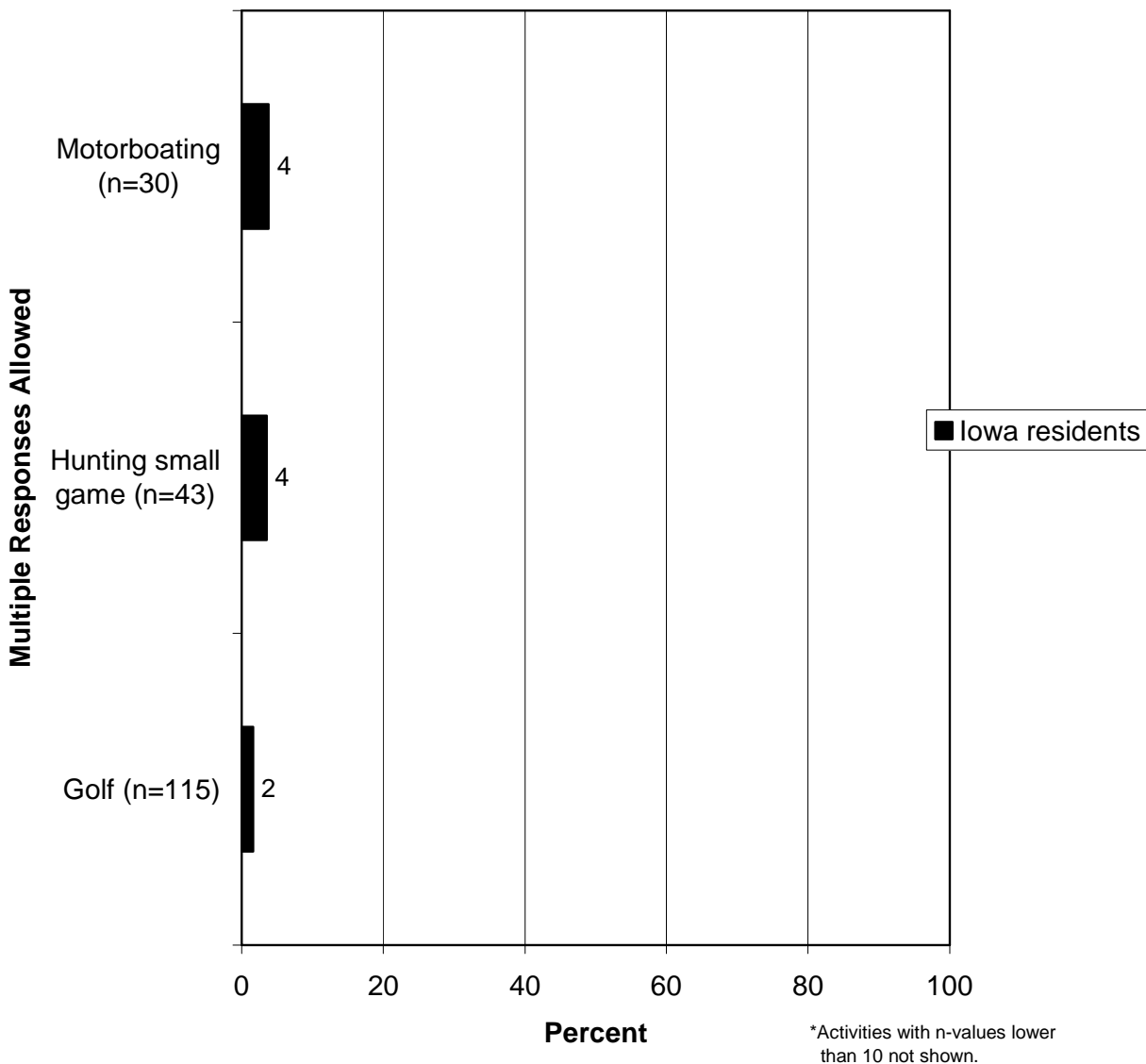
- Graphs are included showing the percent of various recreationists who said that various constraints took away from their enjoyment or caused them to not go as often as they would have liked. No cumulative graph is included showing the top constraints, as they depend on the type of activity. Important constraints about which the IDNR has at least some control include cost to participate, travel time, difficulty getting information, inadequate facilities, not enough opportunities, and crowding (such things as gas prices, time, age/health, and weather are outside of IDNR control). Indeed, many of the important constraints are social/psychological. Note that for nearly all activities, a majority of respondents said that nothing takes away from their enjoyment or causes them to participate less.
- The activities for which cost to participate is an important constraint (that took away from their enjoyment or caused them to not go as often as they would have liked) include camping in a fold down (10% cited cost to participate as a constraint), motorboating (8%), camping in a motorhome (7%), and golf (7%).
 - The activities for which travel distance or travel time is an important constraint include horseback riding (19%) and ATVing (6%).
 - The activity for which difficulty finding information is an important constraint is basketball (6%).
 - The activities for which inadequacy of facilities is an important constraint include soccer (11%), camping in a 5th wheel (7%), camping in a tent (6%), and stream or river fishing (6%).
 - The activities for which not enough opportunities is an important constraint include using off-leash dog areas (25%), ATVing (23%), and camping in a fold down (13%).
 - The activities for which crowding is an important constraint include motorboating (16%), camping in a fold down (14%), swimming in public outdoor pools (11%), and camping in a motorhome (10%).
 - The activities with the best ratings, according to the percentages who said that nothing takes away from their enjoyment or prevents them from going as often as they would like, are soccer (89% said nothing takes away from this activity), visiting entertainment facilities such as multiplex fields (85% said nothing), wildlife viewing near home (84%), softball (82%), hiking (80%), birding (79%), harvesting natural products (78%), and family-oriented activities (78%).

- Graphs are included showing the percent of various recreationists who said that various barriers were the main reasons that they did not participate at all. Again, no cumulative graph is included showing the top barriers, as they depend on the type of activity. Important barriers about which the IDNR has at least some control include cost of equipment, cost to participate, travel time, difficulty finding information, and not enough opportunities (such things as gas prices, time, age/health, and weather are outside of IDNR control). Again, many of the important constraints are social/psychological.
- Cost of equipment/start-up cost was an important barrier to snowmobiling (47% of those who did not participate but expressed interest named this as a constraint), fishing from a boat (39%), camping in a motorhome (33%), mountain biking (32%), ATVing (31%), and sailing (30%).
 - Cost to participate was an important barrier to camper cabin use (11% of those who did not participate but expressed interest named this as a constraint), rock climbing (10%), motorboating (9%), ATVing (8%), and snowmobiling (7%).
 - Travel time/distance was an important barrier to canoeing/kayaking (14% of those who did not participate but expressed interest named this as a constraint), trout stream fishing (12%), camper cabin use (11%), and modern cabin use (10%).
 - Difficulty finding information was an important barrier to rock climbing (33% of those who did not participate but expressed interest named this as a constraint), using off-leash dog areas (28%), and a natural resource festival or event (25%).
 - Not enough opportunities for the activity was an important barrier to target rifle shooting (38% of those who did not participate but expressed interest named this as a constraint), pond fishing (36%), sailing (36%), and horseback riding (33%).
- When asked what would encourage them to participate more actively in outdoor recreation in Iowa, residents most often said nothing (37%) would encourage more participation, closely followed by more free time (30%)—a constraint that is outside of IDNR’s control. Other answers with percentages of 5% or more are more opportunities/more access and/or facilities (9%), injury recovery/better health (8%), and more information about activities (5%).

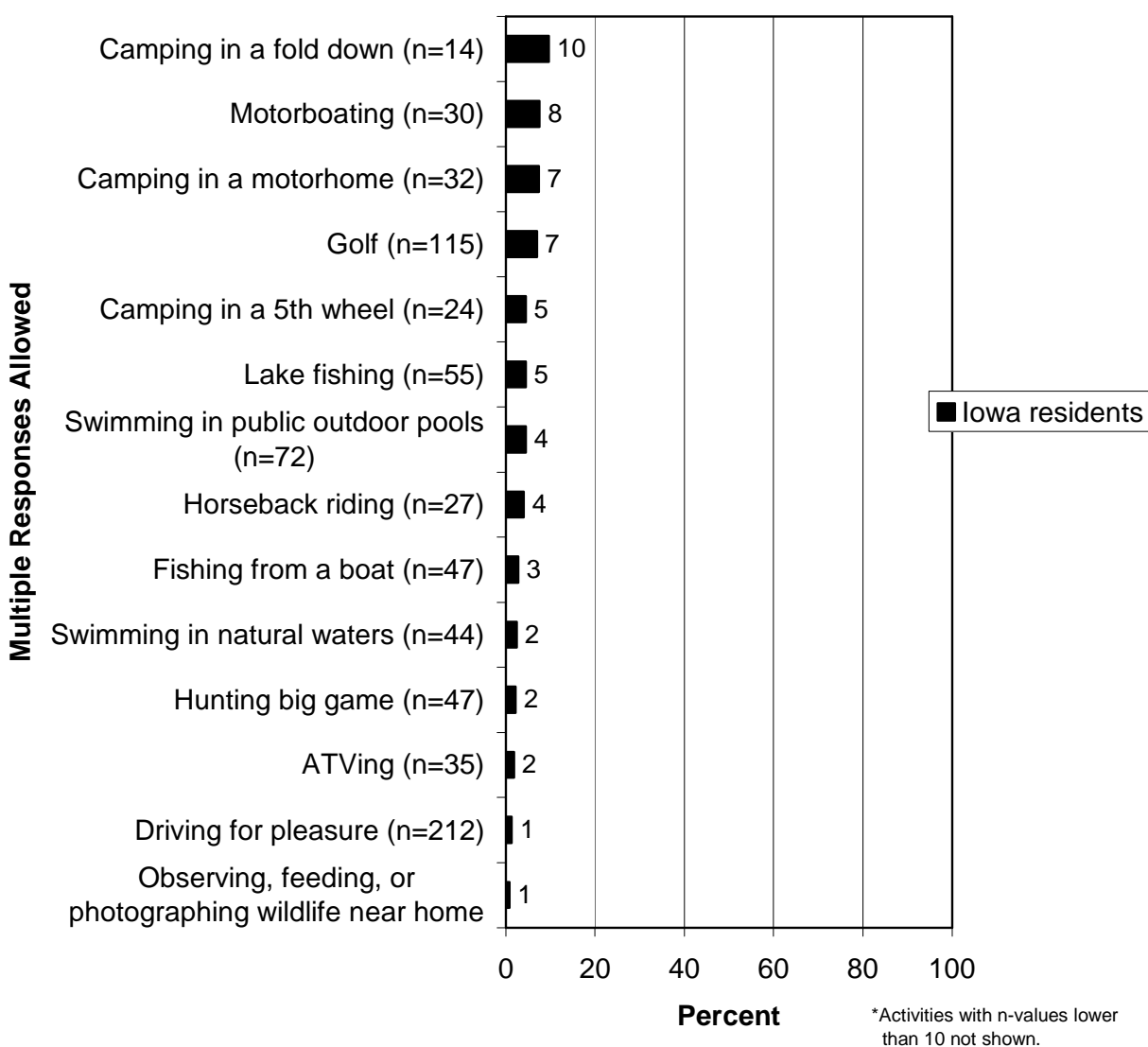
- Iowa residents overwhelmingly (89%) say that they know where recreational facilities are located in Iowa; this, therefore, does *not* appear to be a great constraint.

- There appears to be some concern that outdoor recreational activities may have a negative impact on Iowa's natural areas and places: 12% of residents are *very* concerned and another 42% are *somewhat* concerned (for a total of 54% concerned) about the impact of outdoor recreation on Iowa's natural areas or places. Furthermore, 46% say outdoor recreational activities have a minor impact and another 6% say they have a major impact on Iowa's natural areas or places. This could be a potential constraint to participation among some people. Those activities most commonly seen as having an impact on natural areas are ATVing, boating, snowmobiling, hunting, and camping. Most often, those who named an activity as having an impact did *not* participate in that activity. Camping was the only activity named as having a negative impact that had a substantial percentage of *participants* saying that it has a negative impact. (These graphs are shown in the section of this report titled, "Attitudes Toward the Environment, Natural Resources, and Green Space in Iowa, and the Perceived Impact of Activities on Natural Areas.")

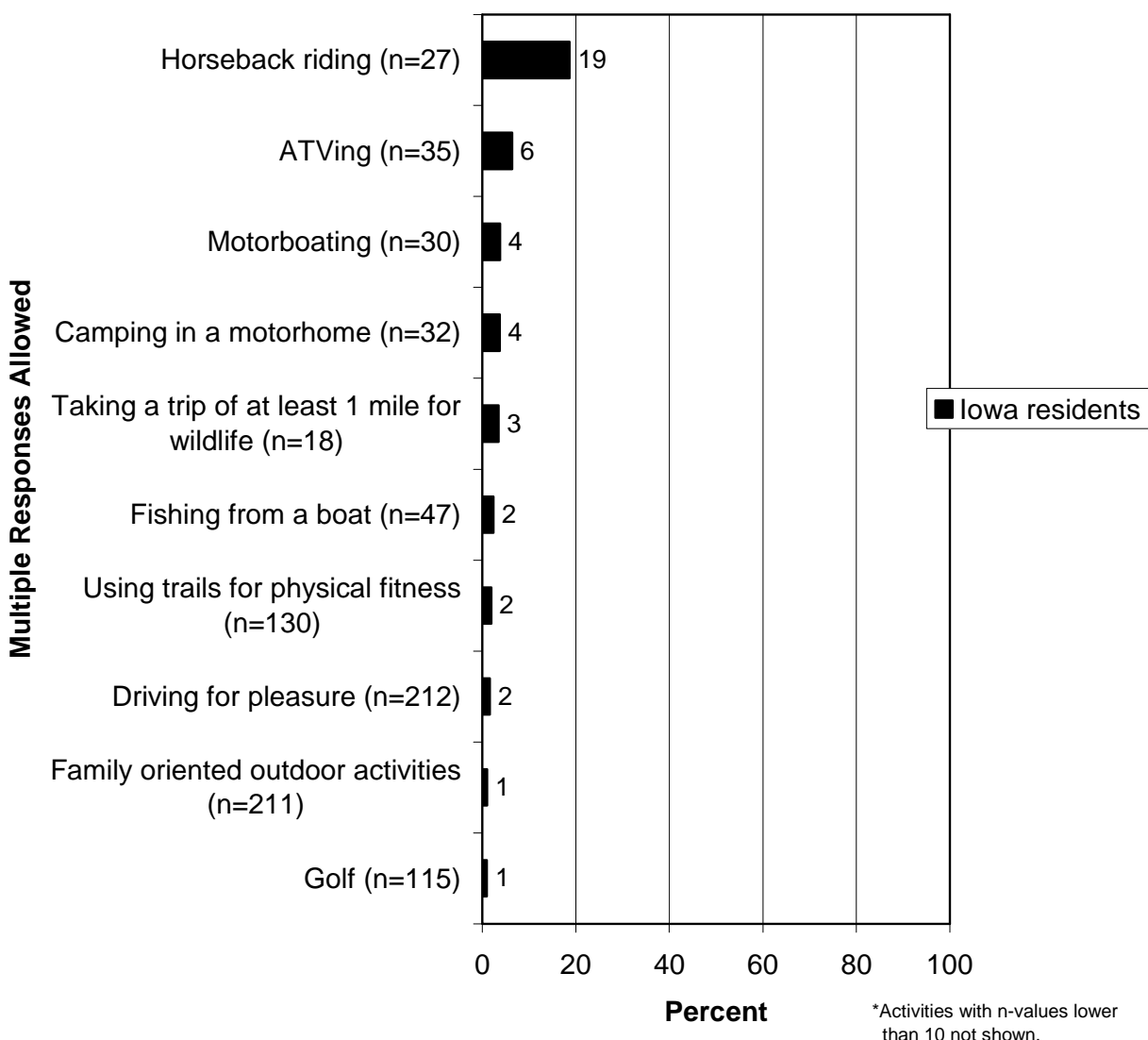
Q435, Q444. Percent who named cost of equipment / start-up costs among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



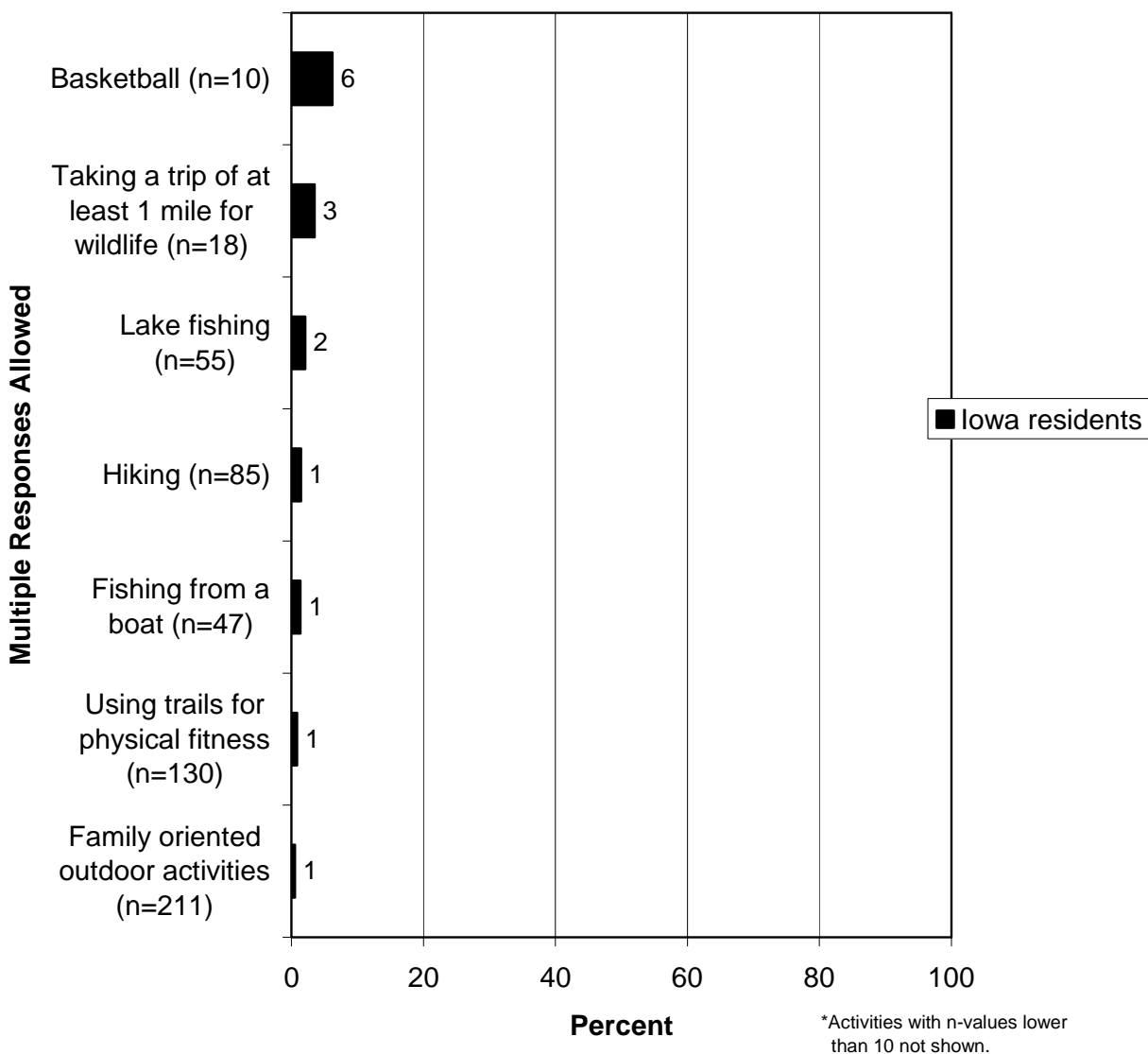
Q435, Q444. Percent who named cost to participate among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



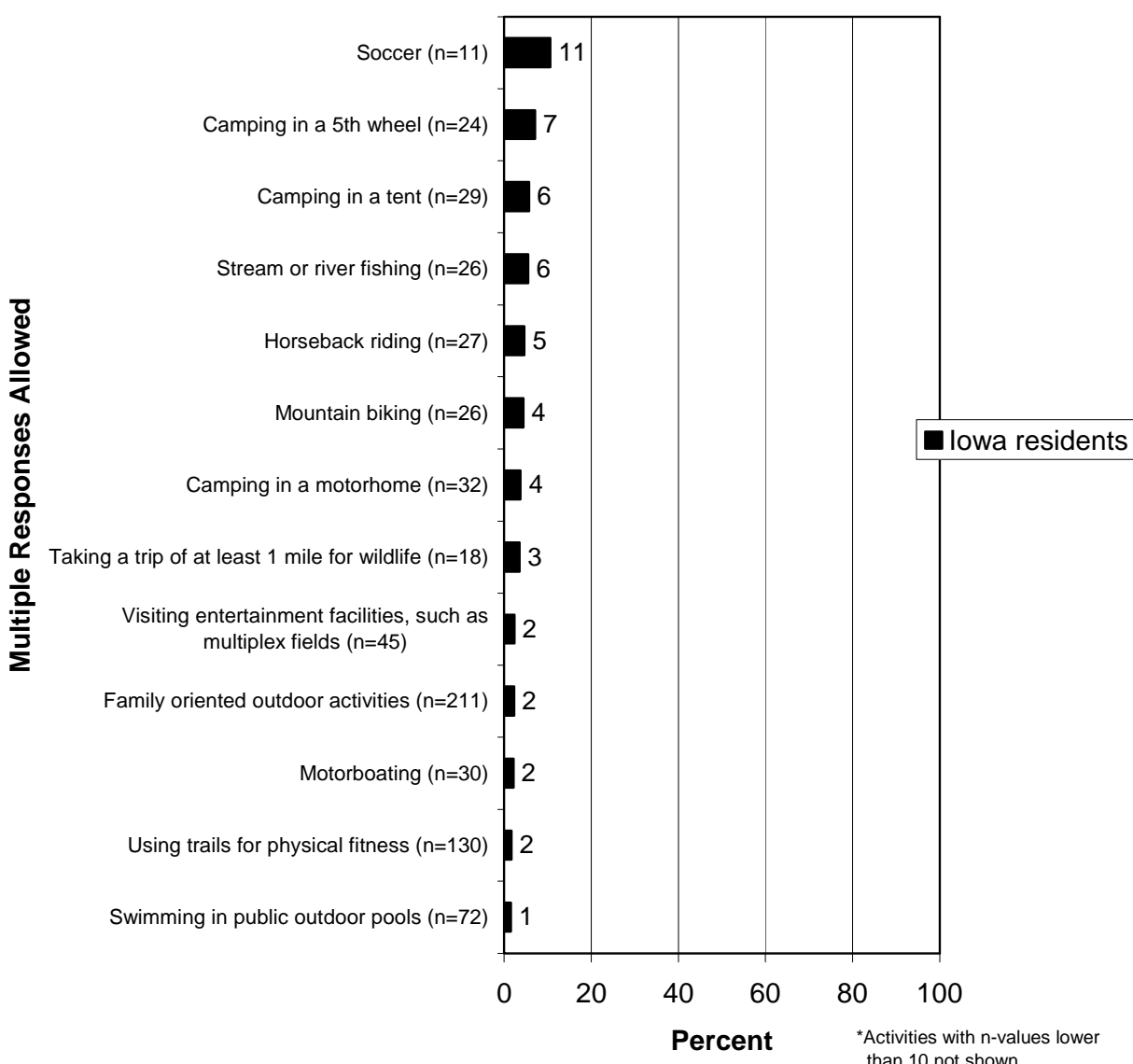
Q435, Q444. Percent who named distance / travel time among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



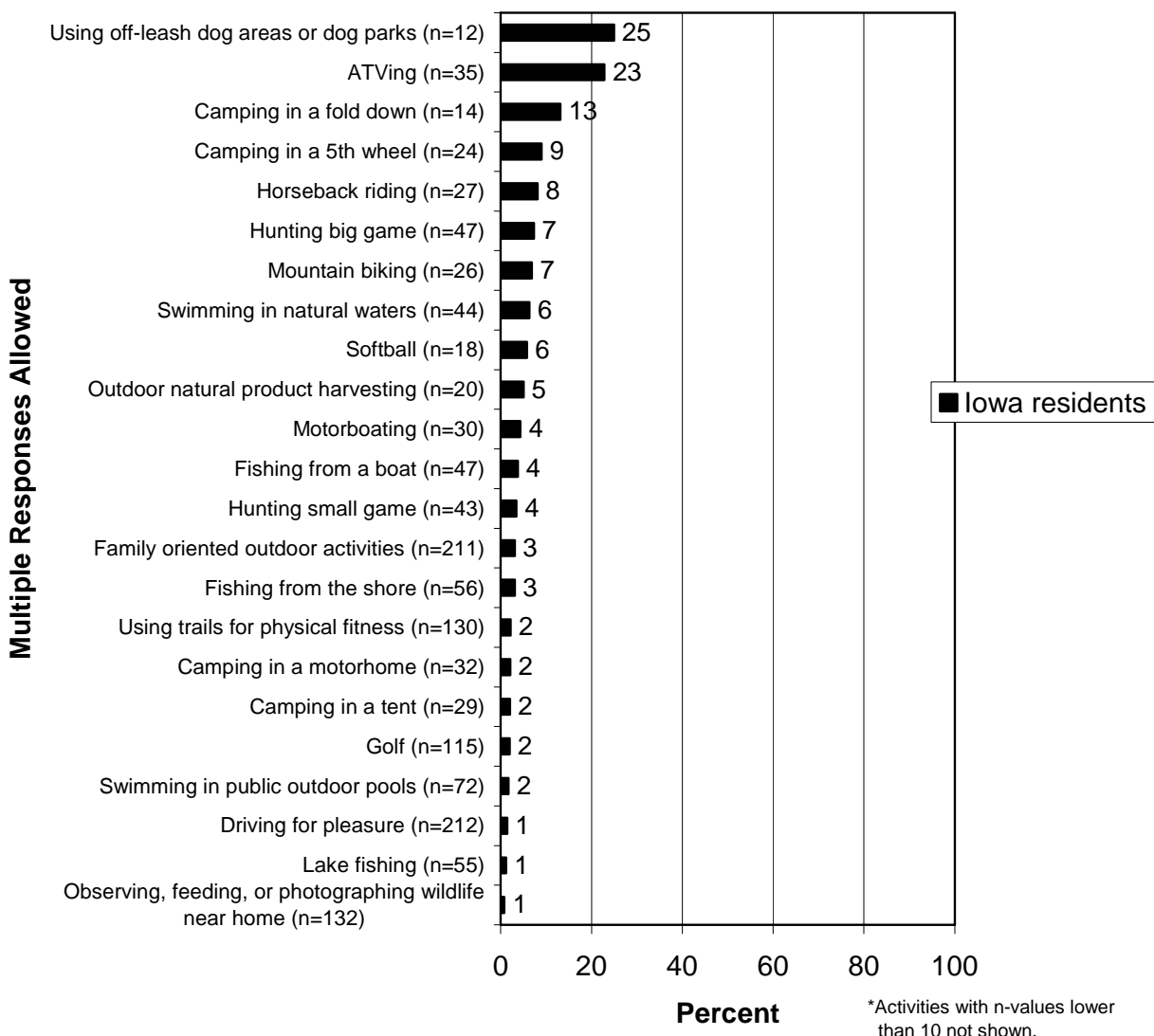
Q435, Q444. Percent who named difficulty of finding information about where to go among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



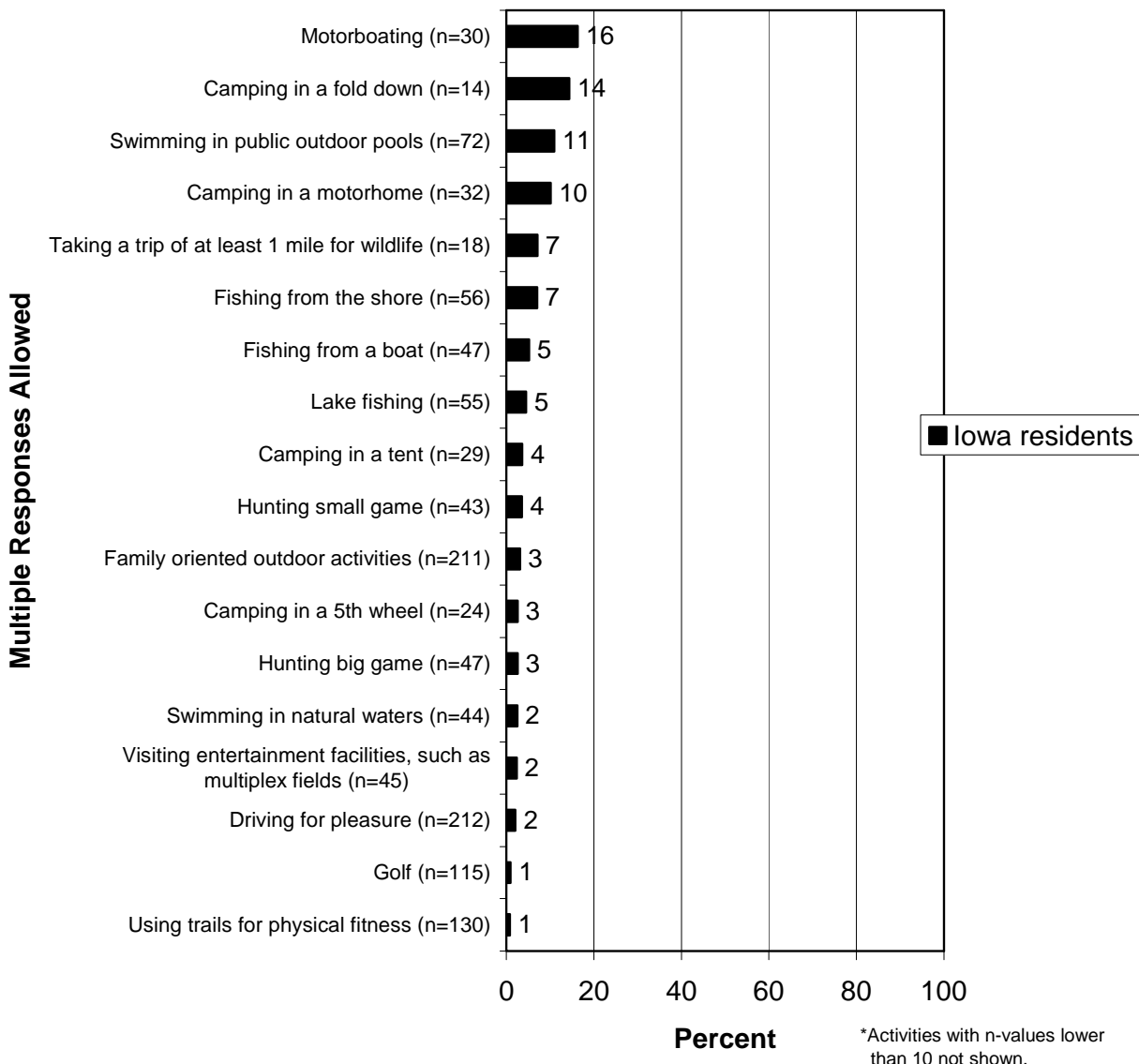
Q435, Q444. Percent who named inadequate facilities among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



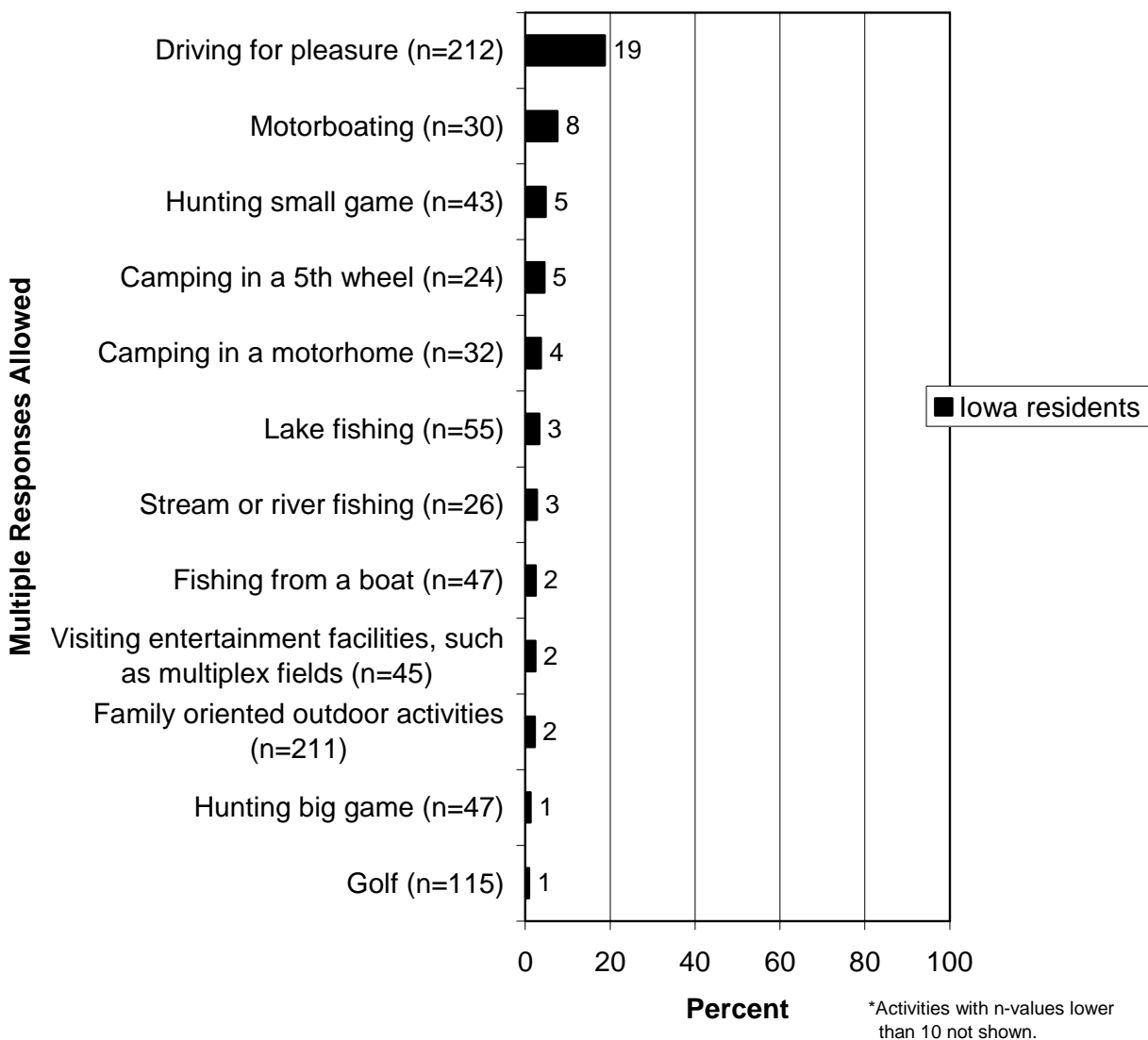
Q435, Q444. Percent who named not enough opportunities for the activity (e.g., lack of access, facilities) among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



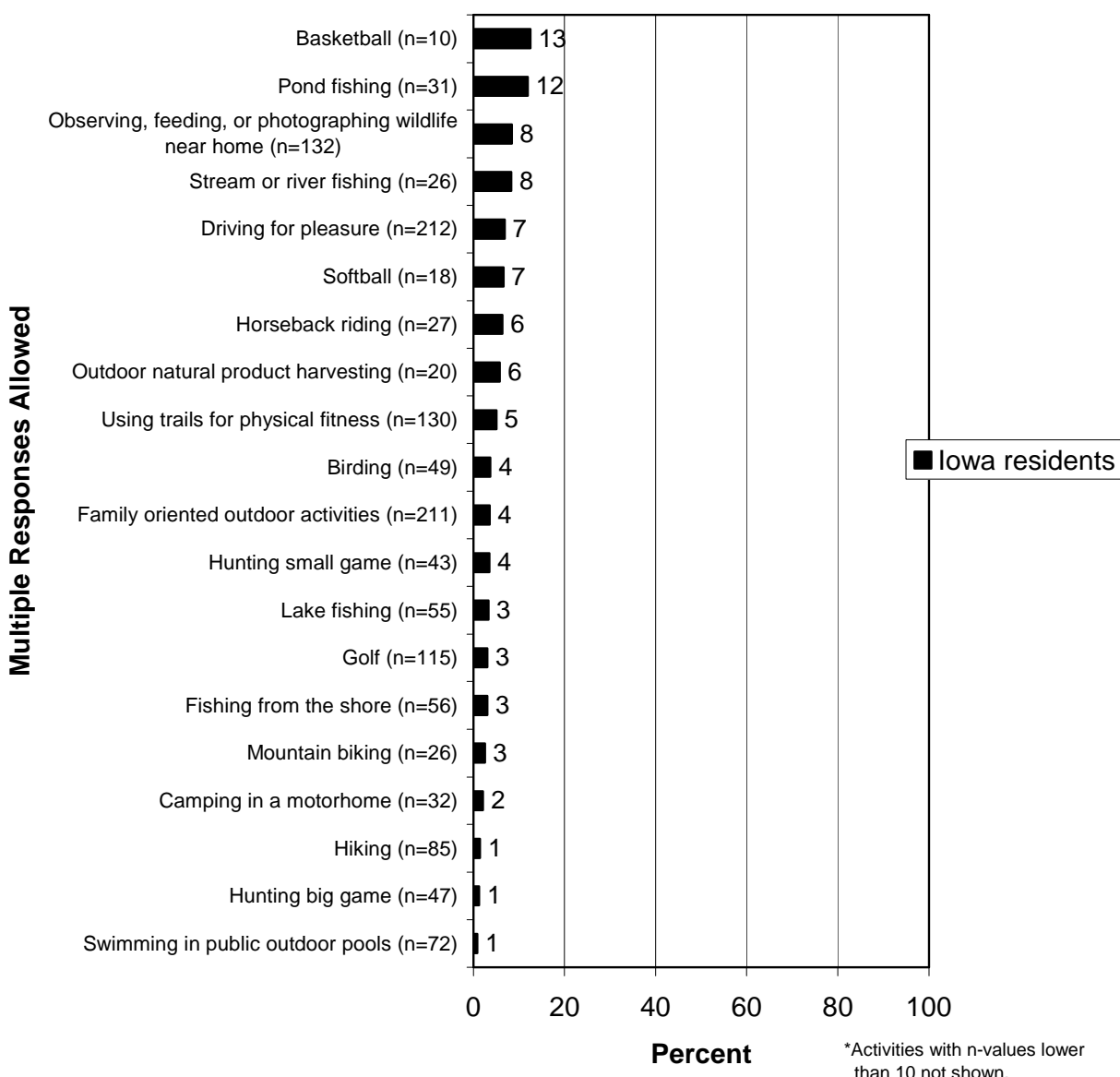
Q435, Q444. Percent who named crowding among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



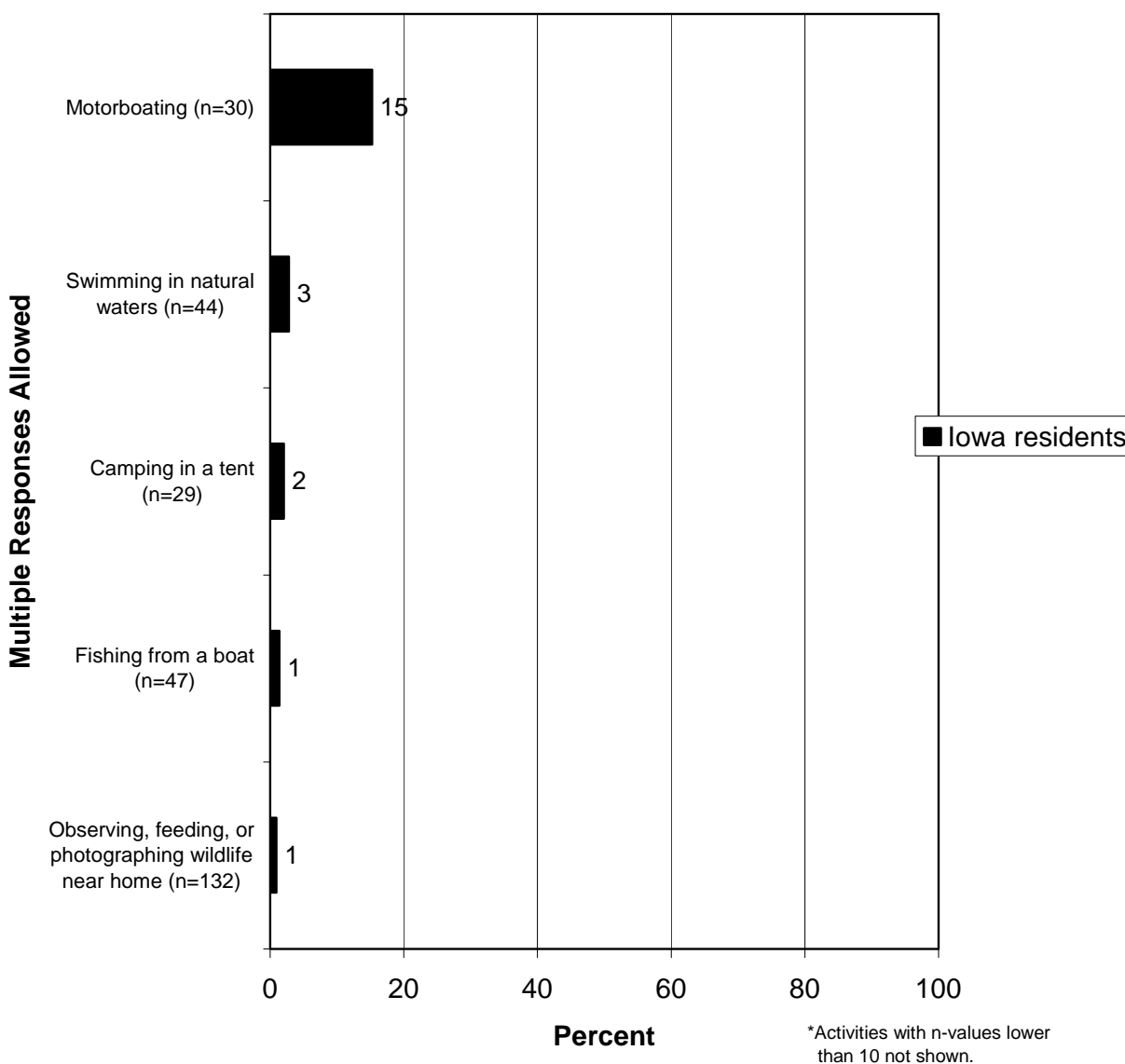
Q435, Q444. Percent who named gas prices among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



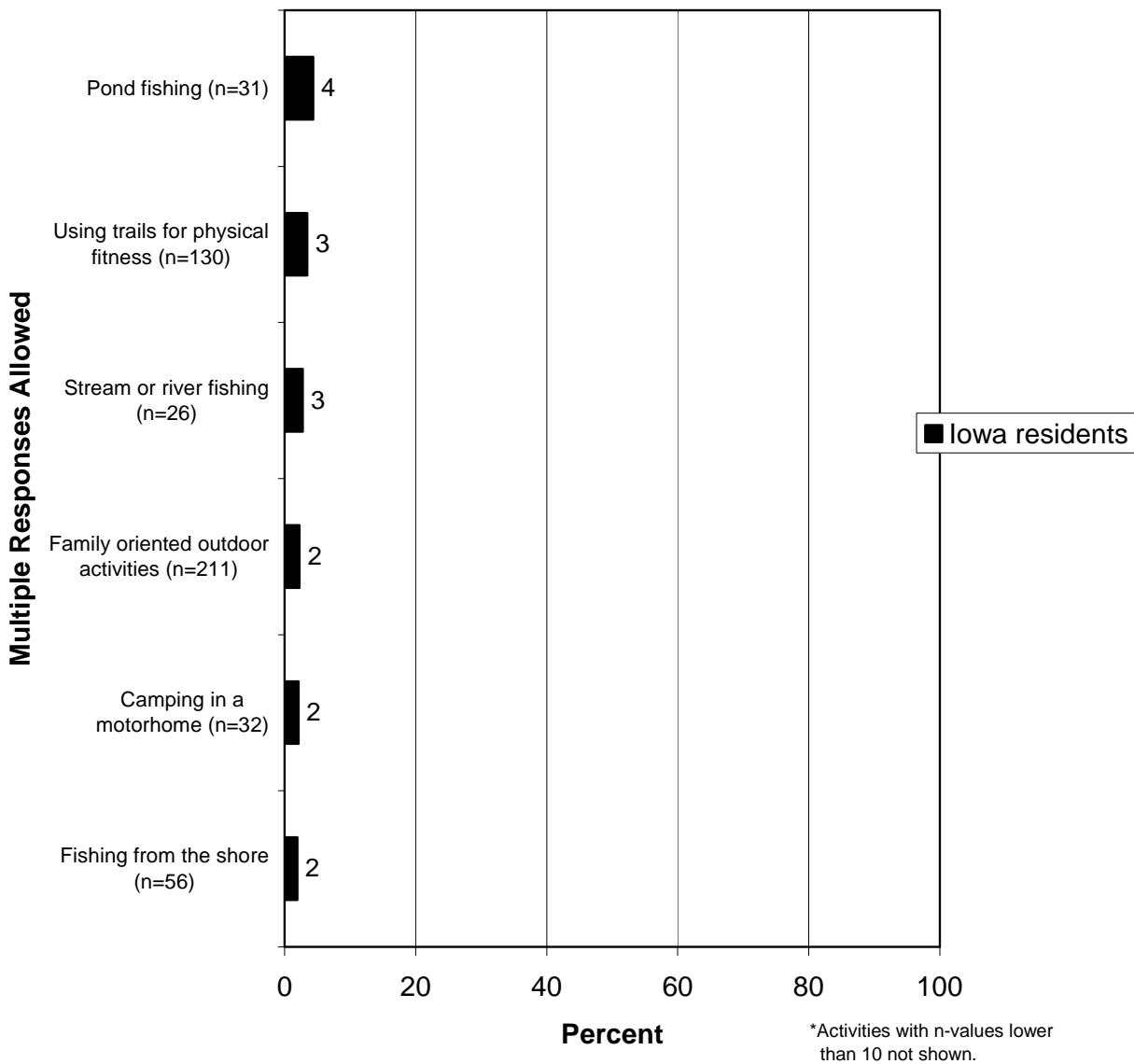
Q435, Q444. Percent who named health / age / injury among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



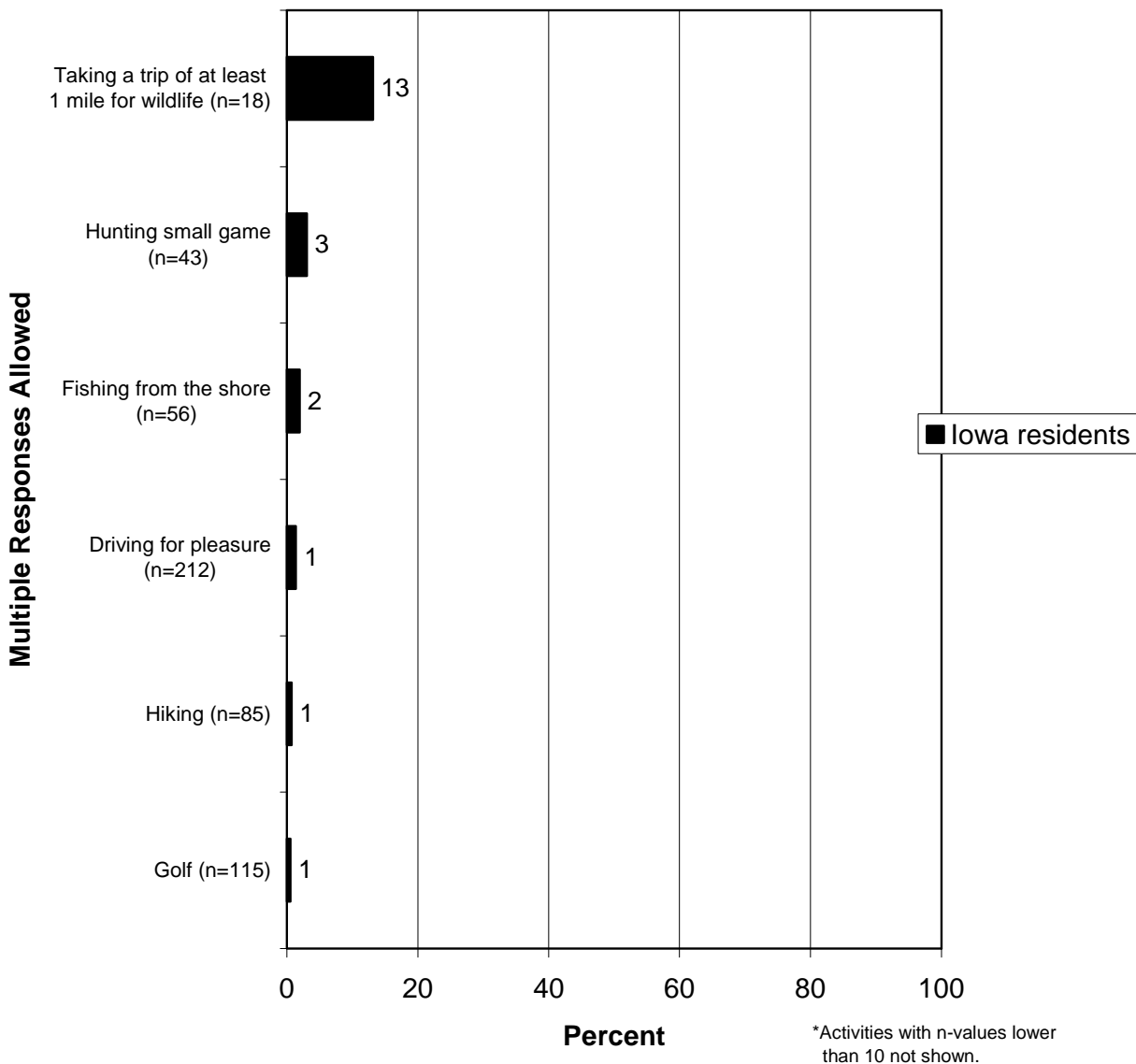
Q435, Q444. Percent who named low water levels / drought among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



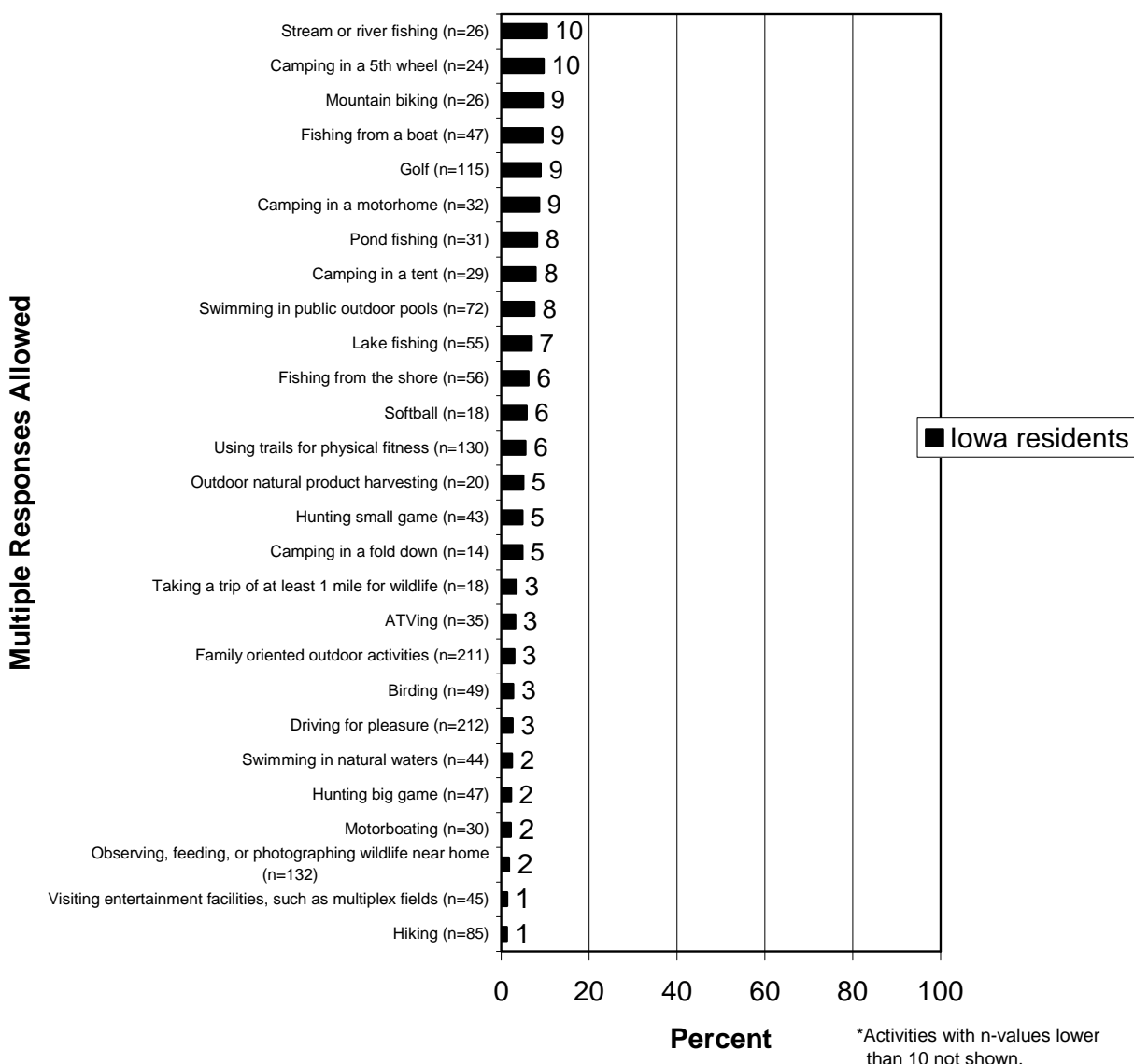
Q435, Q444. Percent who named natural annoyances (e.g., bugs, pollen) among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



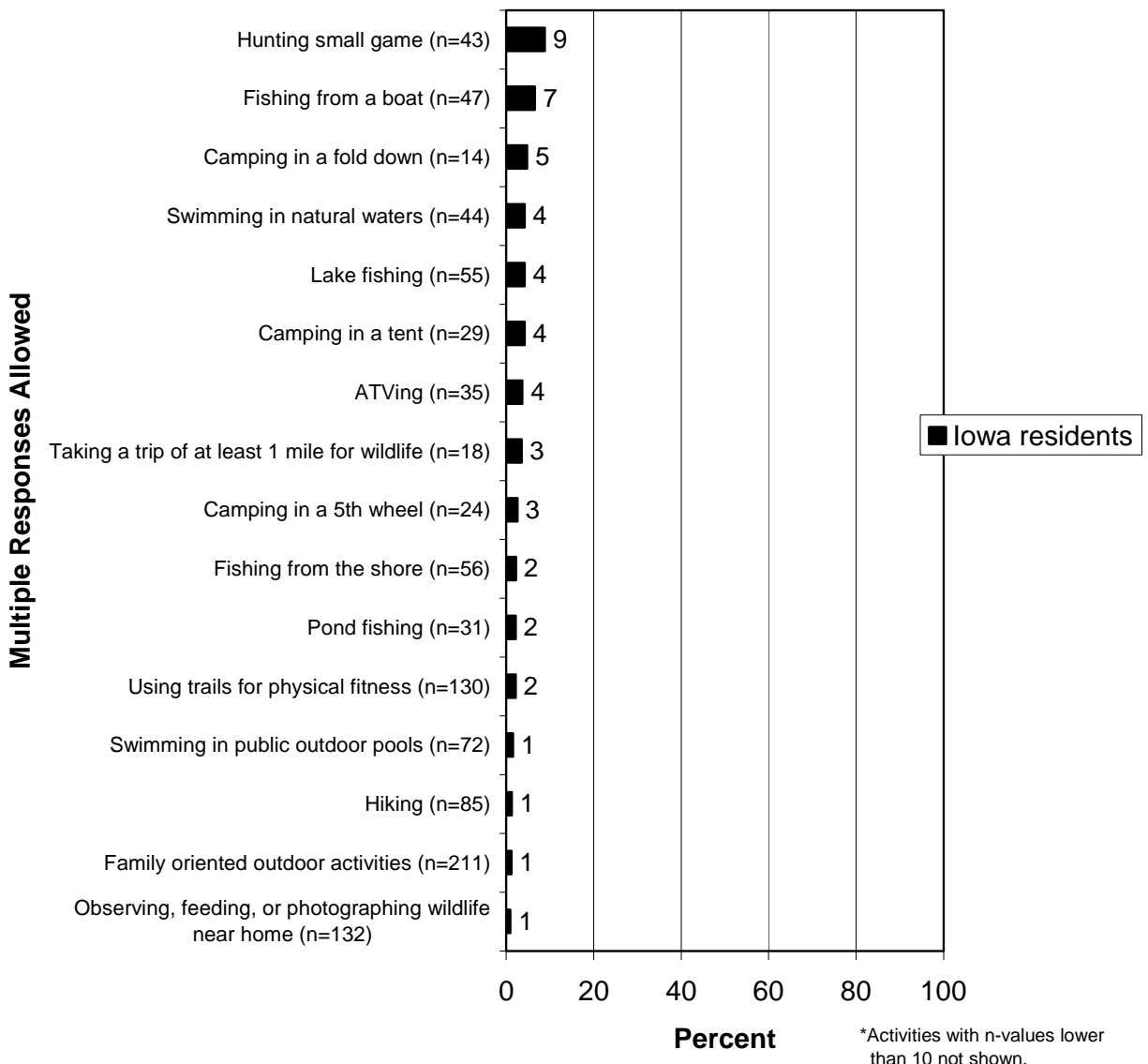
Q435, Q444. Percent who named having no one to go with among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



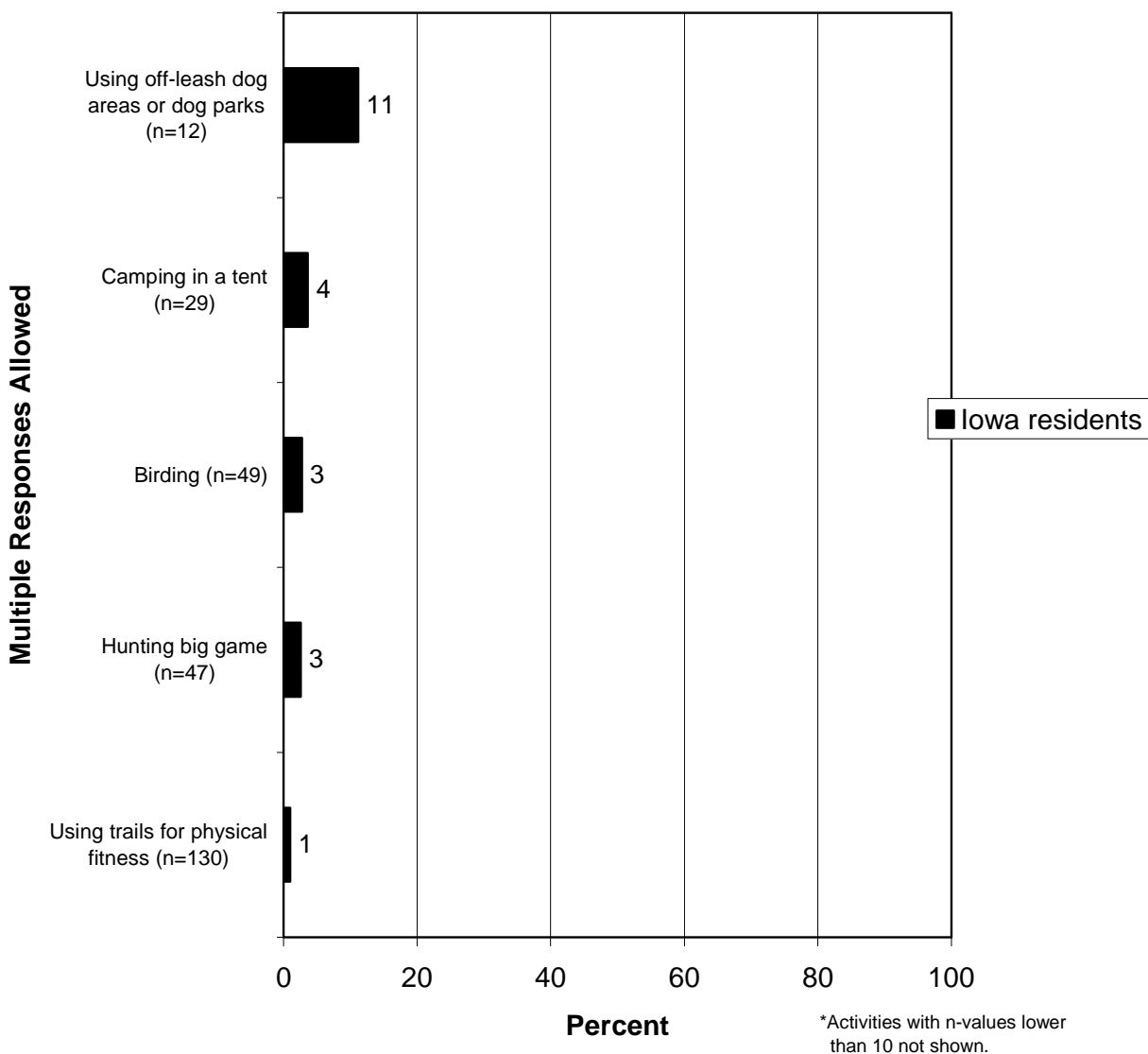
Q435, Q444. Percent who named not enough time among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



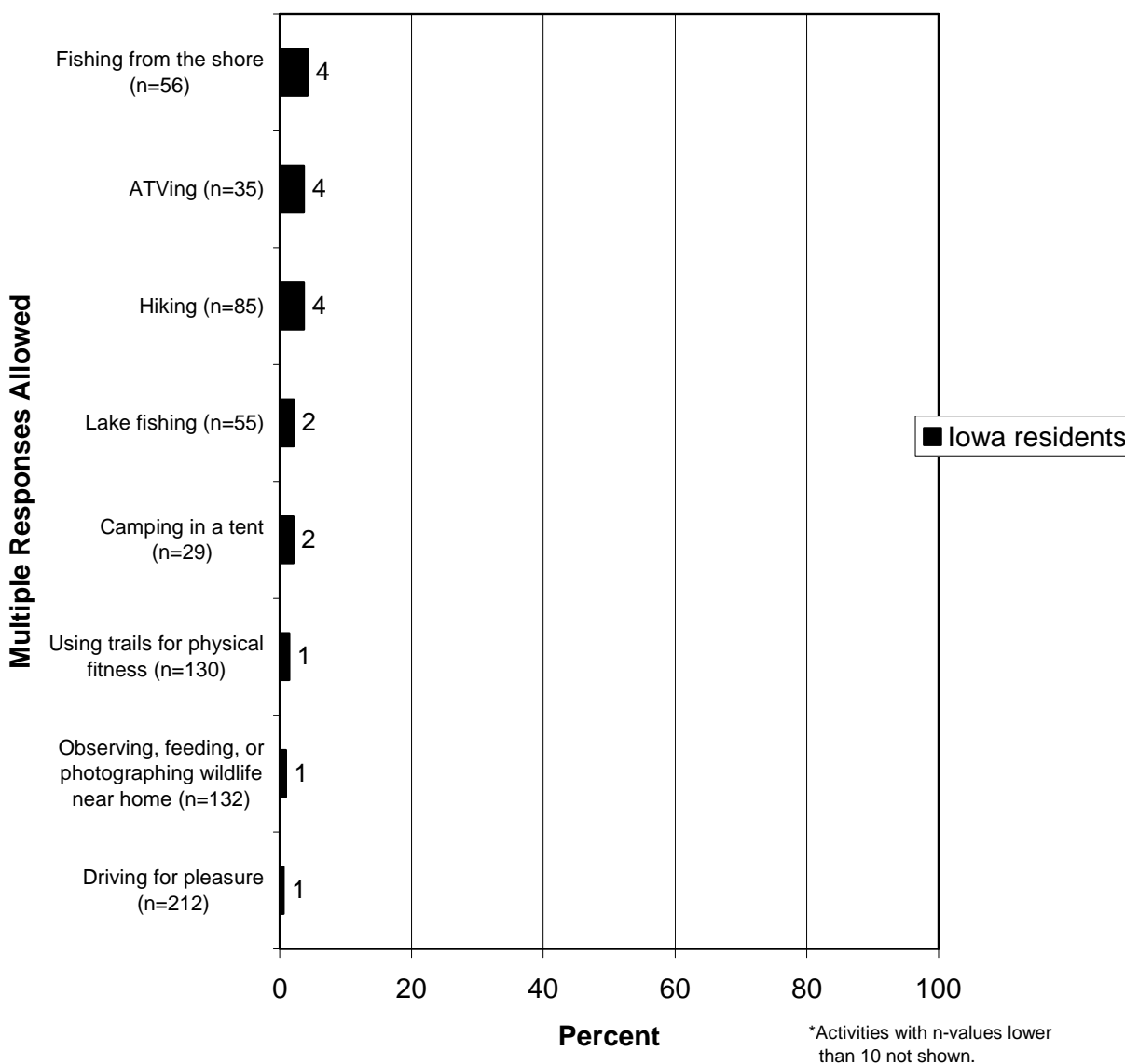
Q435, Q444. Percent who named other recreationists among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



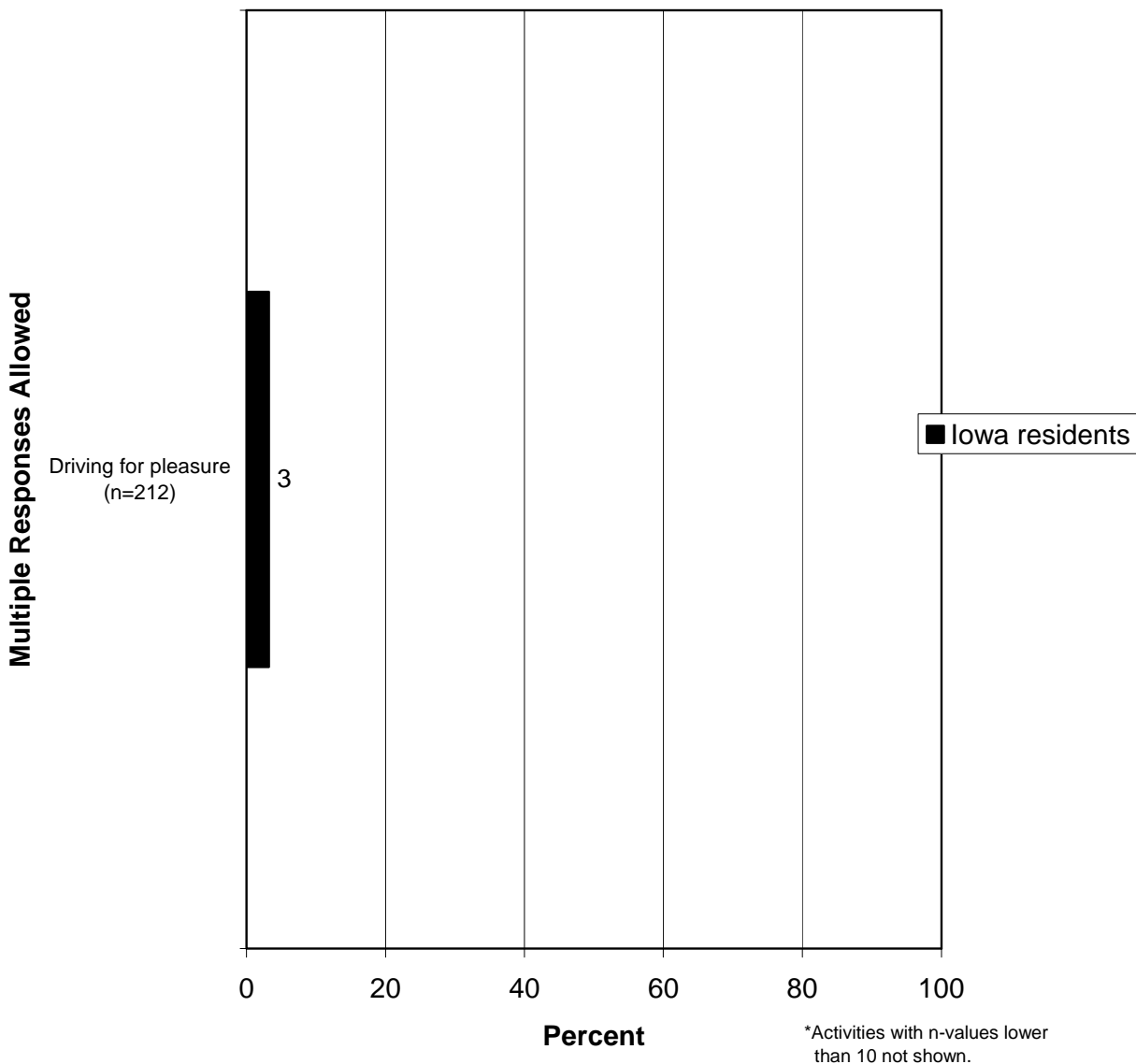
Q435, Q444. Percent who named pets / strays among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



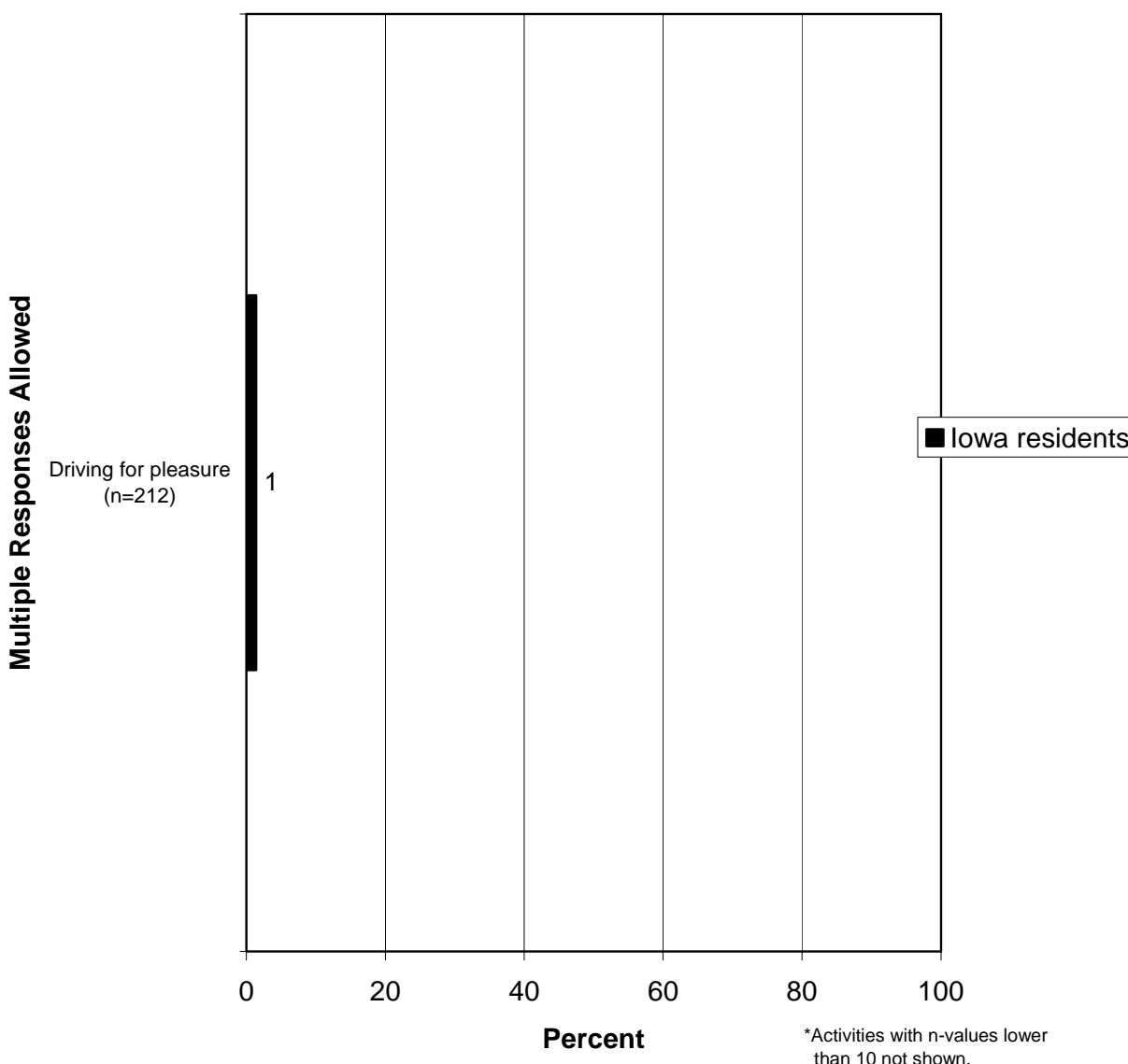
Q435, Q444. Percent who named pollution / litter / trash among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



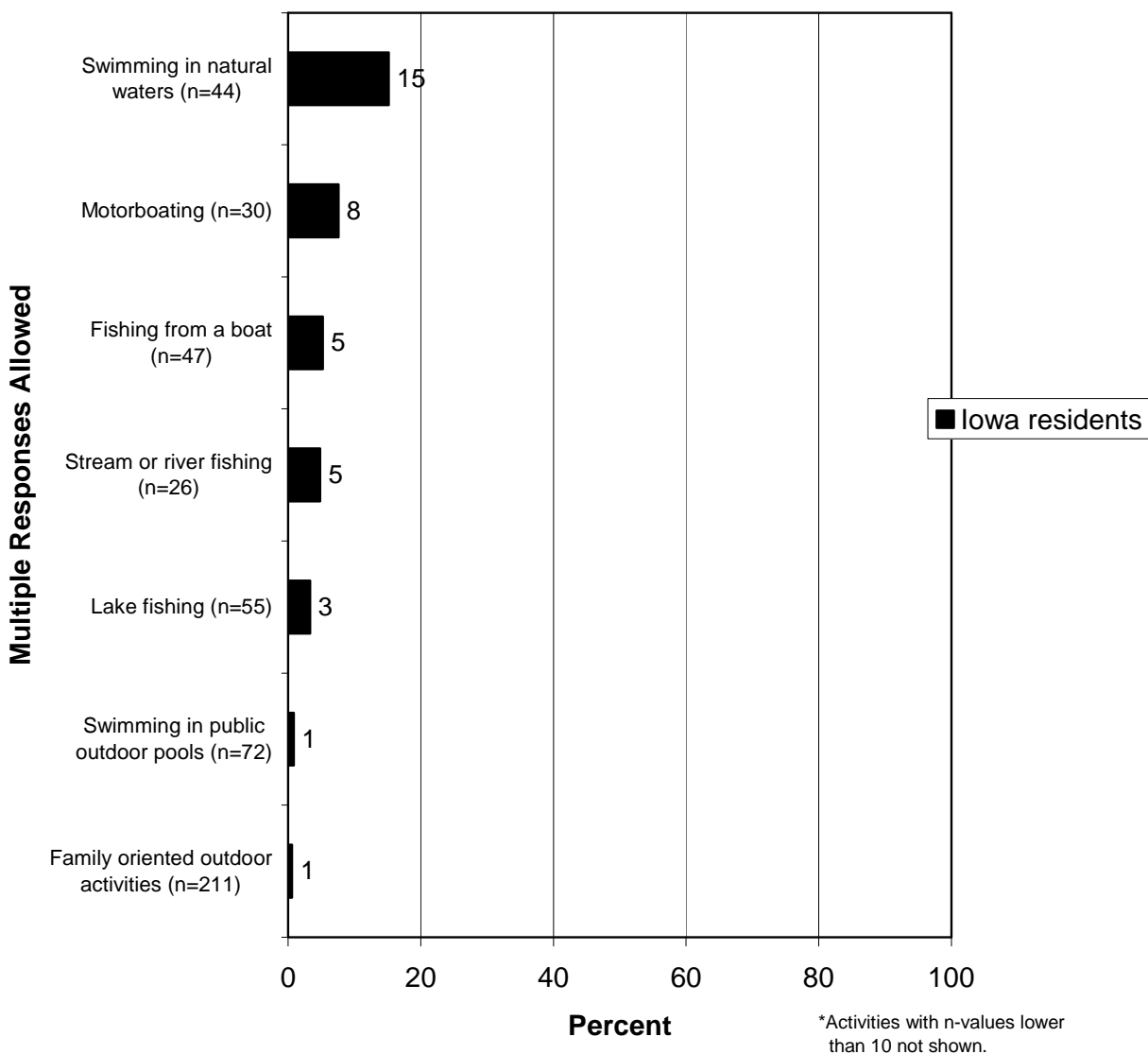
Q435, Q444. Percent who named poor condition of roads among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



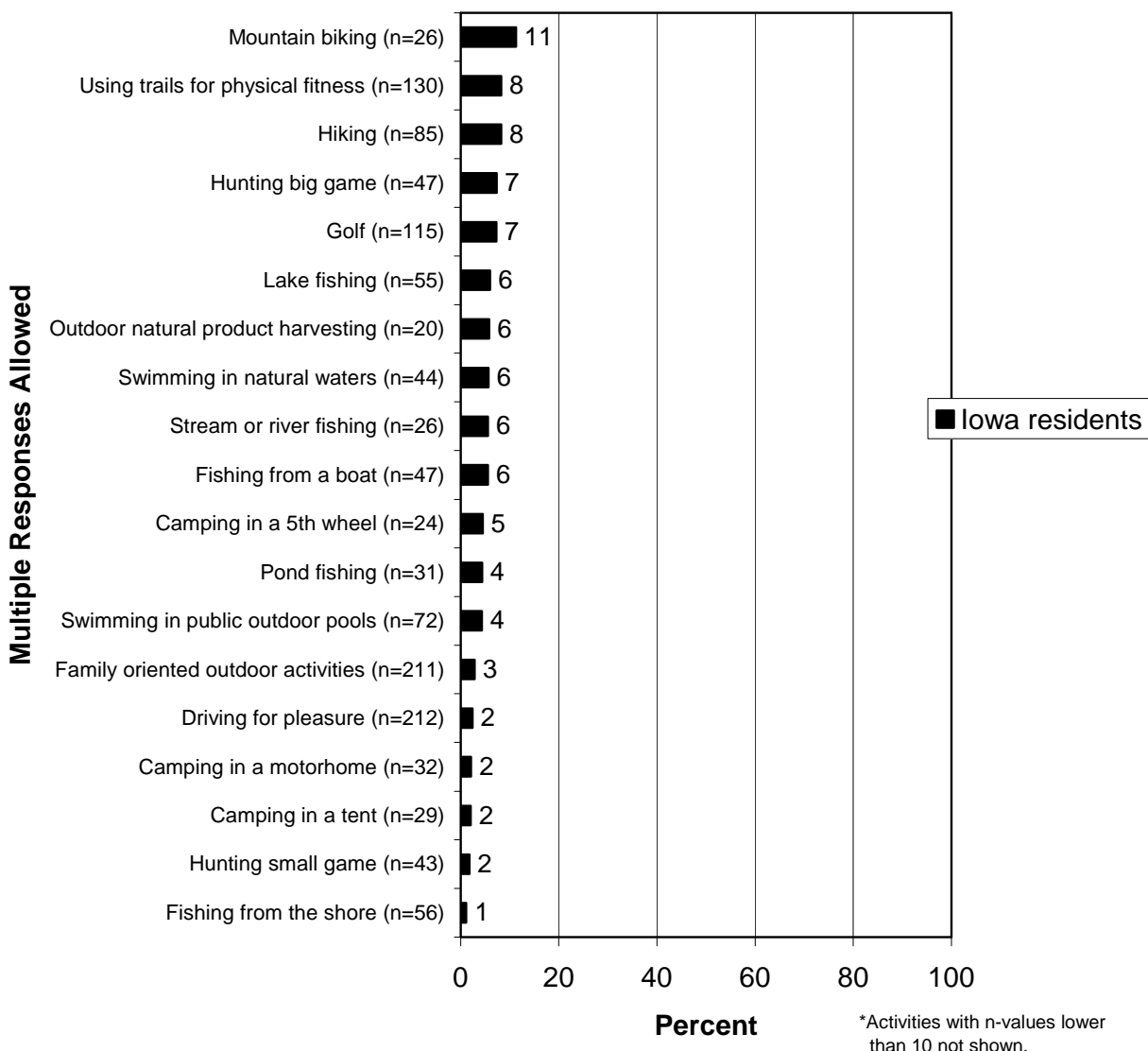
Q435, Q444. Percent who named road construction among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



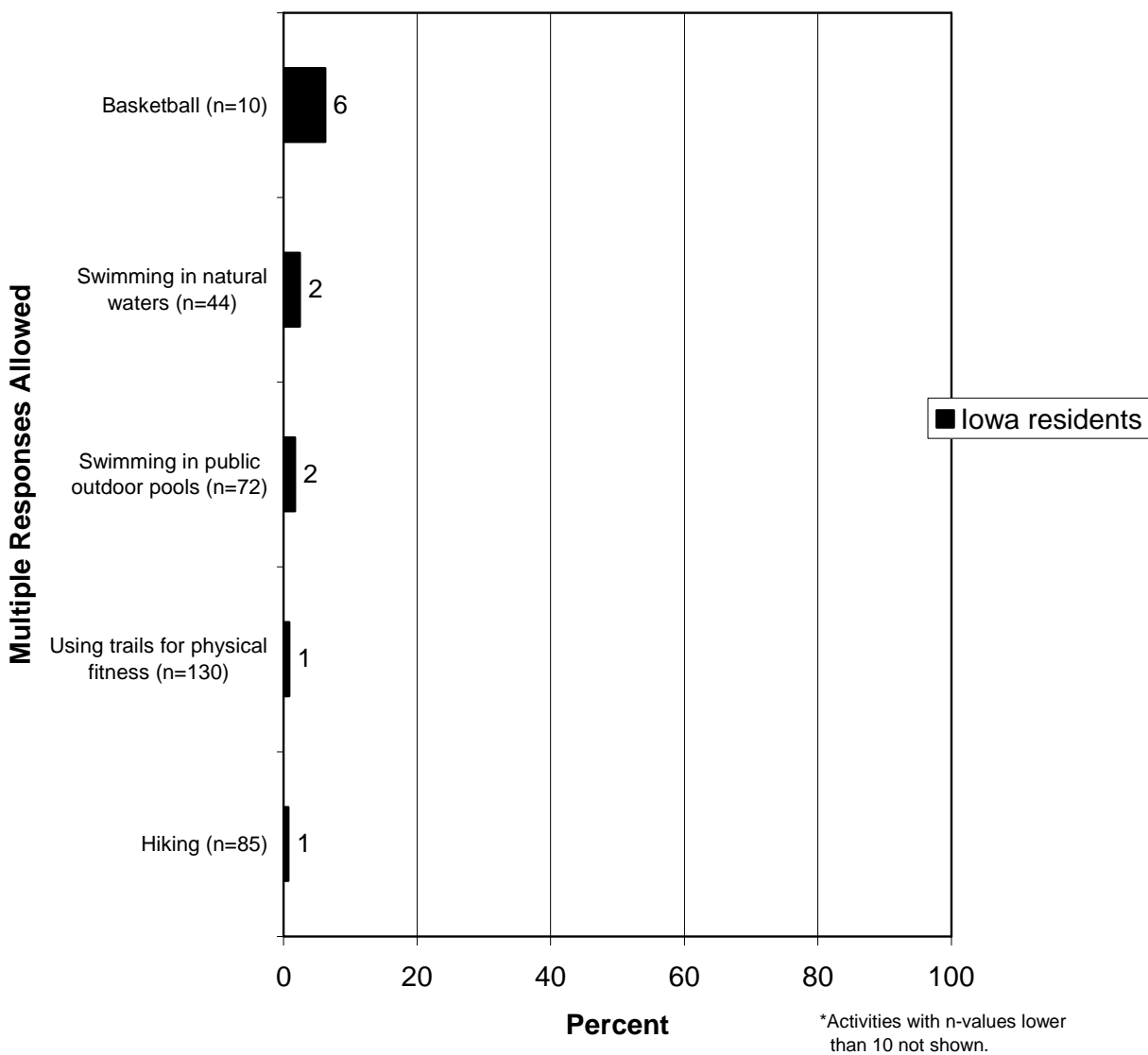
Q435, Q444. Percent who named water quality among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



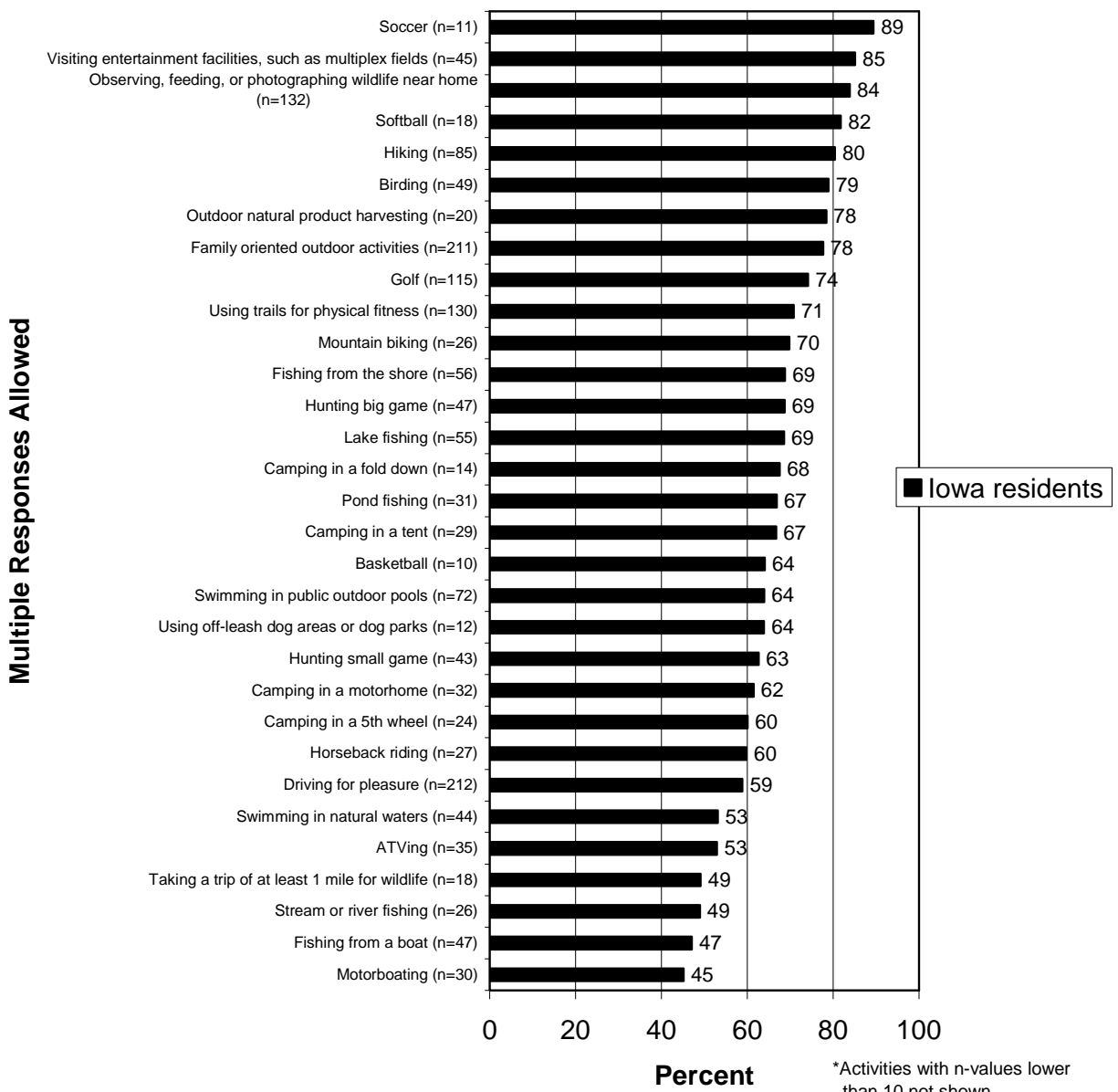
Q435, Q444. Percent who named weather among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



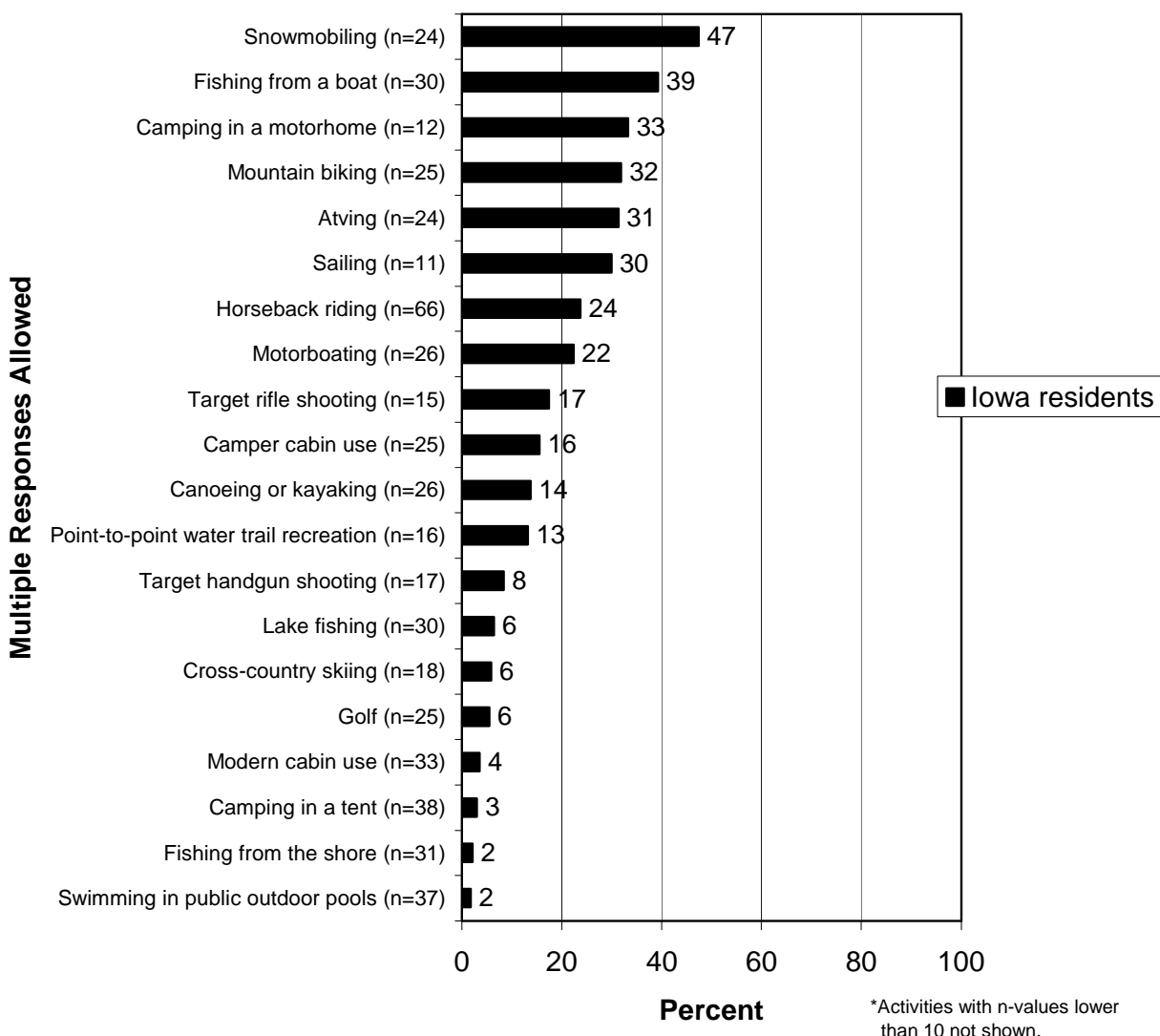
Q435, Q444. Percent who named young children / baby / pregnancy among things that took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



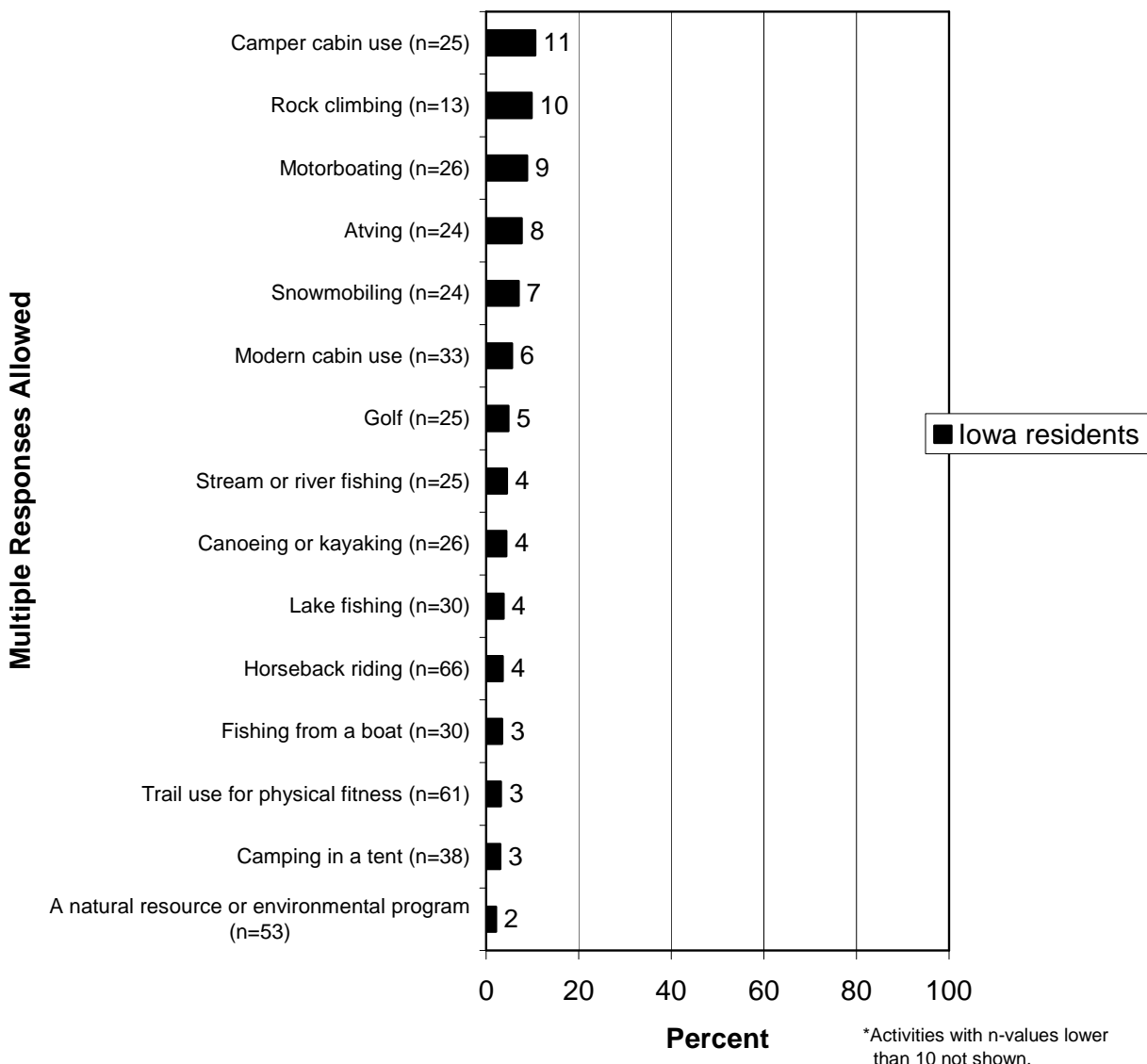
Q435, Q444. Percent who said nothing took away from the quality of their experience or caused them not to go as much as they would like for [activity]. (Asked of those who named the activity among the top 2 activities in which they participated the most.)



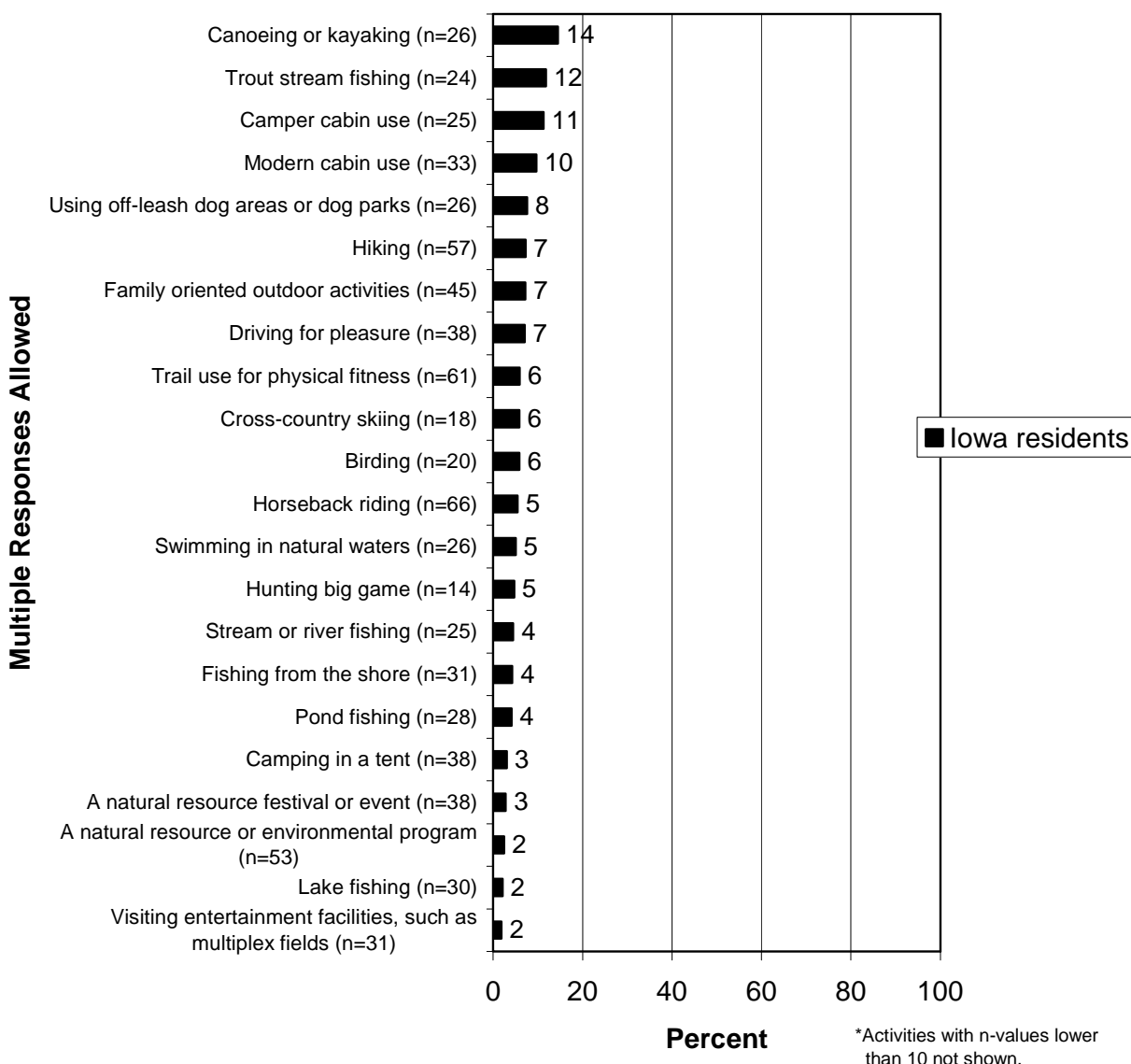
Q522, Q527. Percent who named cost of equipment / start-up costs / don't own equipment as a main reason they did not participate in [activity] in Iowa in the past 2 years. (Asked of those who did not participate in the activity and who named it among the top 2 activities in which they are most interested in participating.)



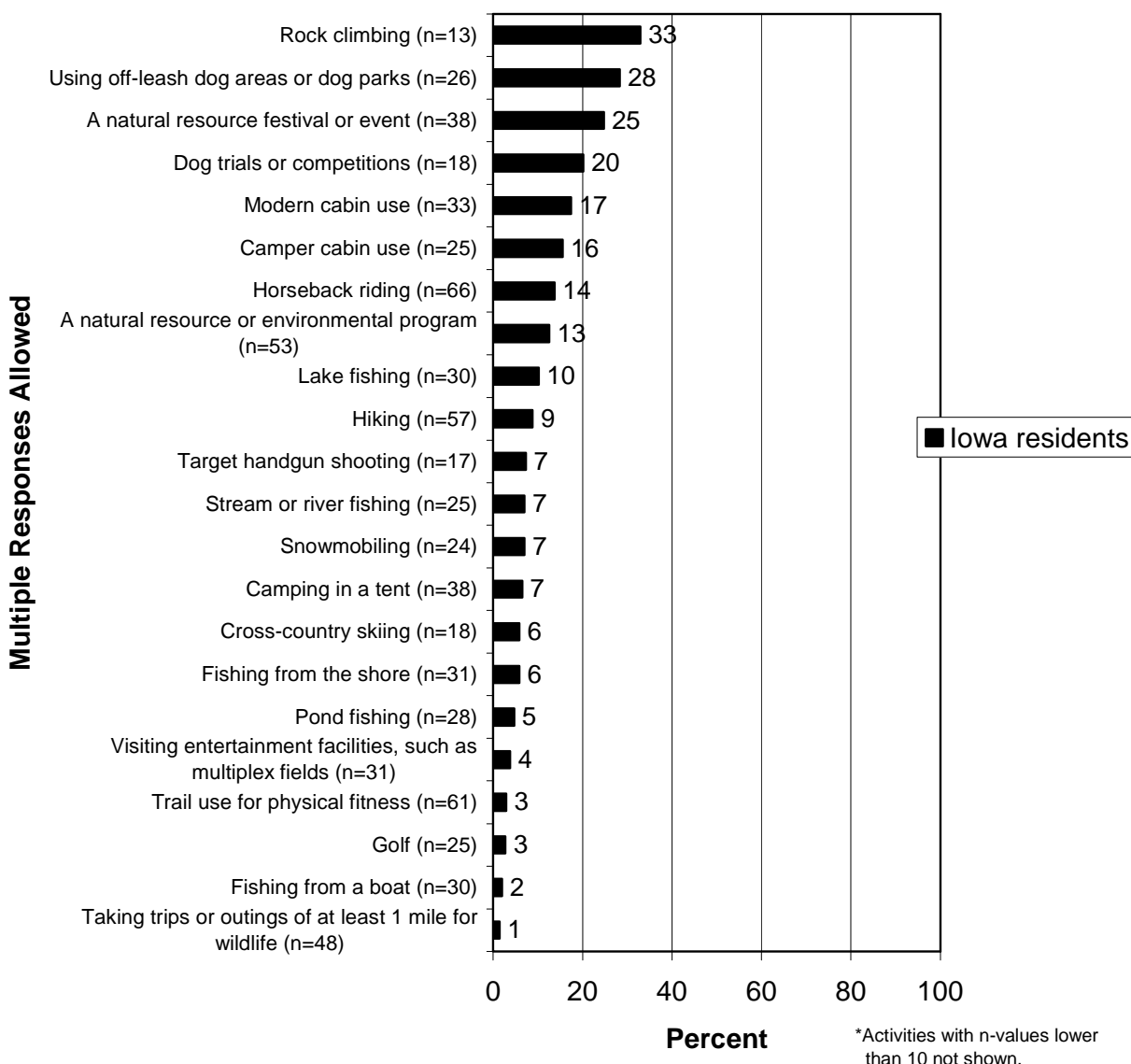
Q522, Q527. Percent who named cost to participate as a main reason they did not participate in [activity] in Iowa in the past 2 years. (Asked of those who did not participate in the activity and who named it among the top 2 activities in which they are most interested in participating.)



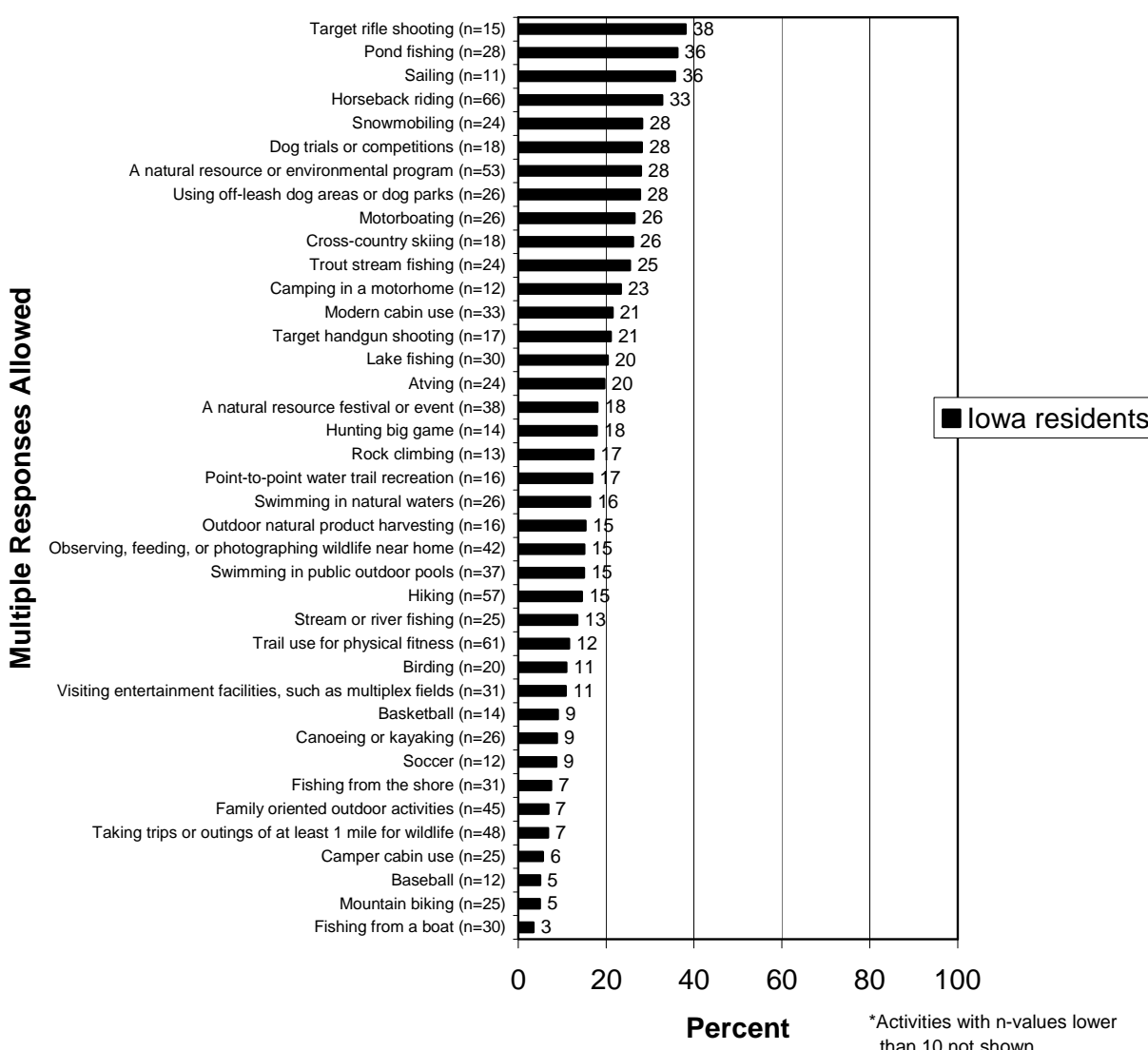
Q522, Q527. Percent who named distance / travel time as a main reason they did not participate in [activity] in Iowa in the past 2 years. (Asked of those who did not participate in the activity and who named it among the top 2 activities in which they are most interested in participating.)



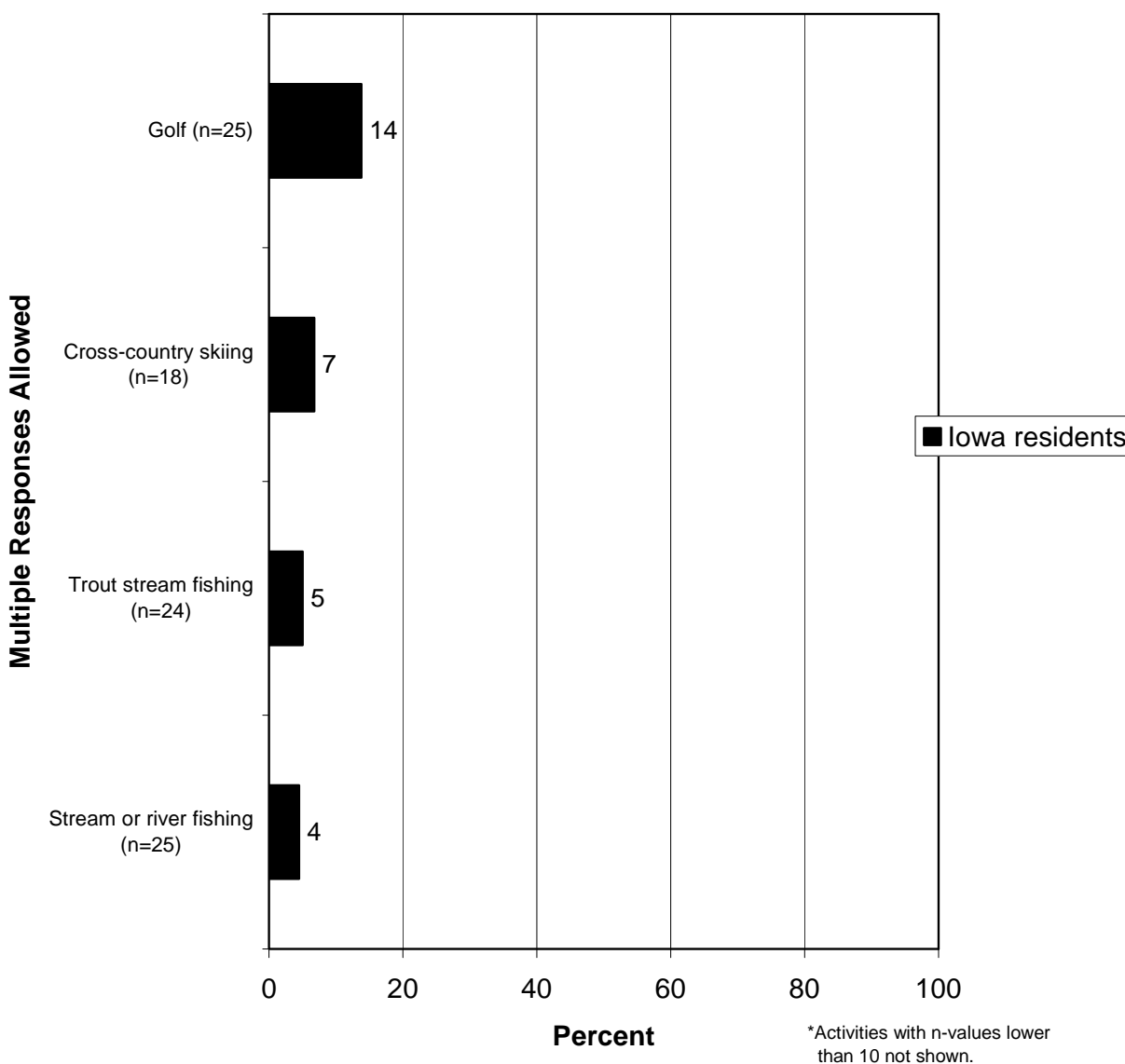
Q522, Q527. Percent who named difficulty of finding information as a main reason they did not participate in [activity] in Iowa in the past 2 years. (Asked of those who did not participate in the activity and who named it among the top 2 activities in which they are most interested in participating.)



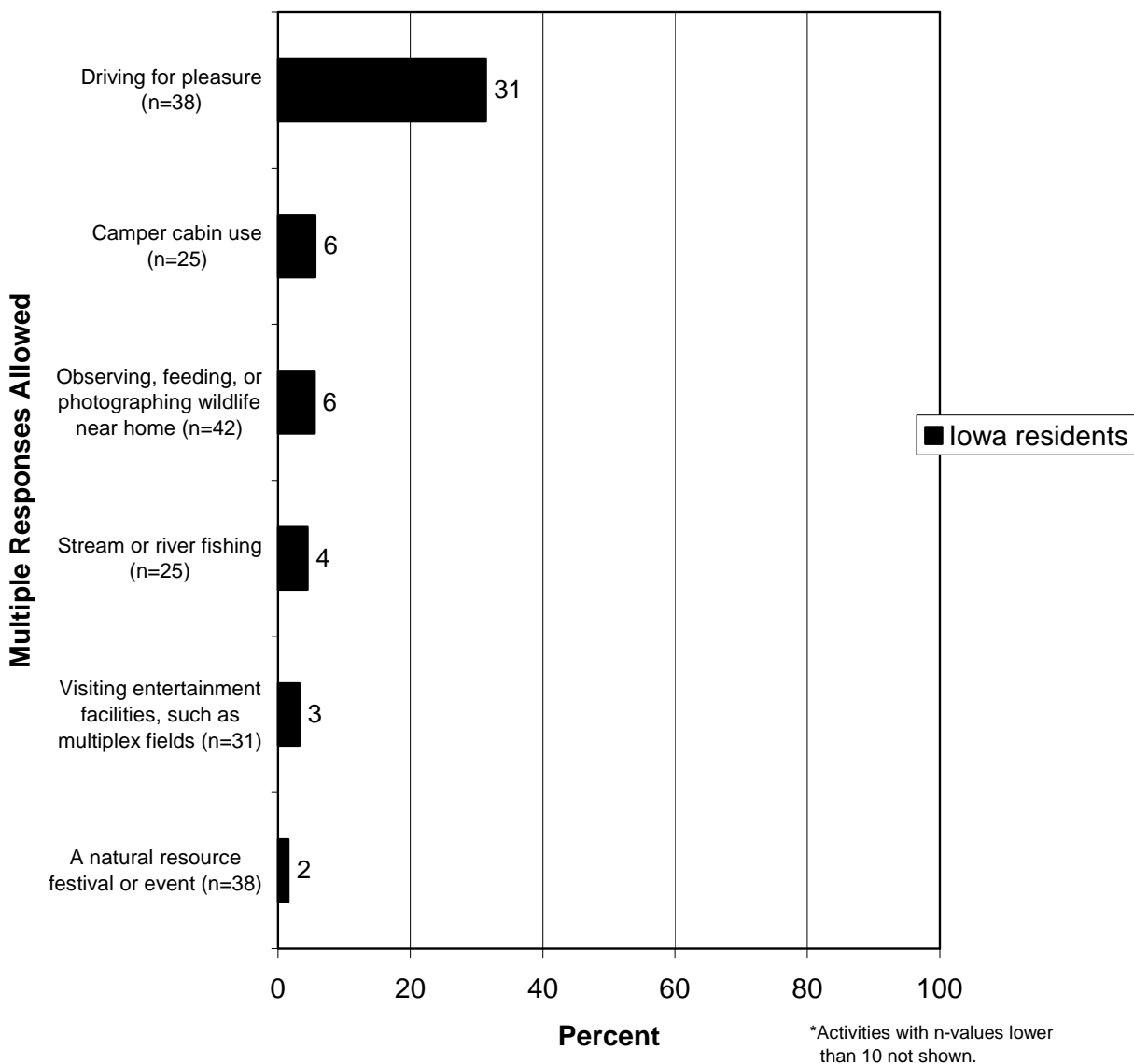
Q522, Q527. Percent who named not enough opportunities for the activity (e.g., lack of access, facilities) as a main reason they did not participate in [activity] in Iowa in the past 2 years. (Asked of those who did not participate in the activity and who named it among the top 2 activities in which they are most interested in participating.)



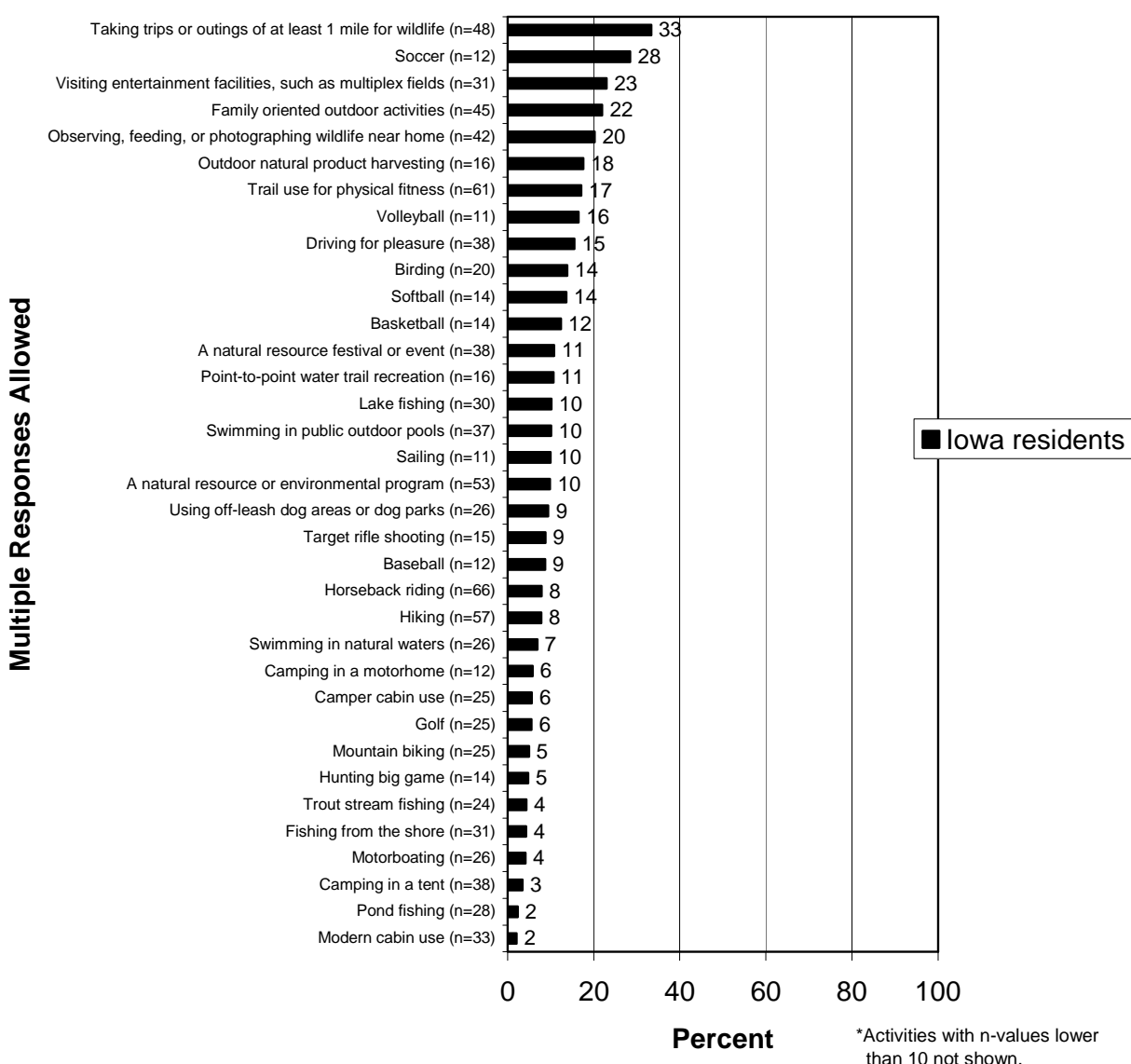
Q522, Q527. Percent who named lack of knowledge / need to learn as a main reason they did not participate in [activity] in Iowa in the past 2 years. (Asked of those who did not participate in the activity and who named it among the top 2 activities in which they are most interested in participating.)



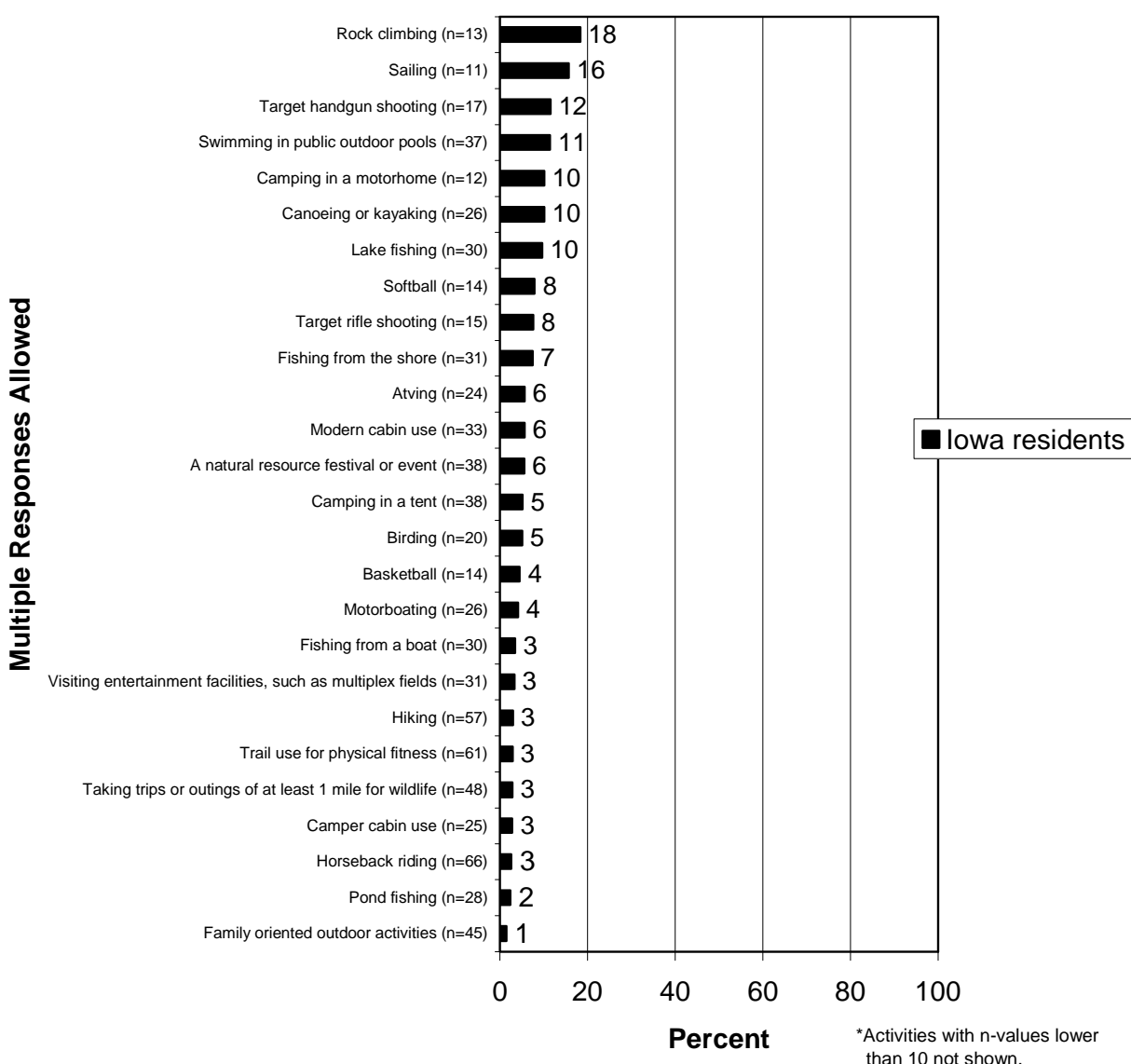
Q522, Q527. Percent who named gas prices as a main reason they did not participate in [activity] in Iowa in the past 2 years. (Asked of those who did not participate in the activity and who named it among the top 2 activities in which they are most interested in participating.)



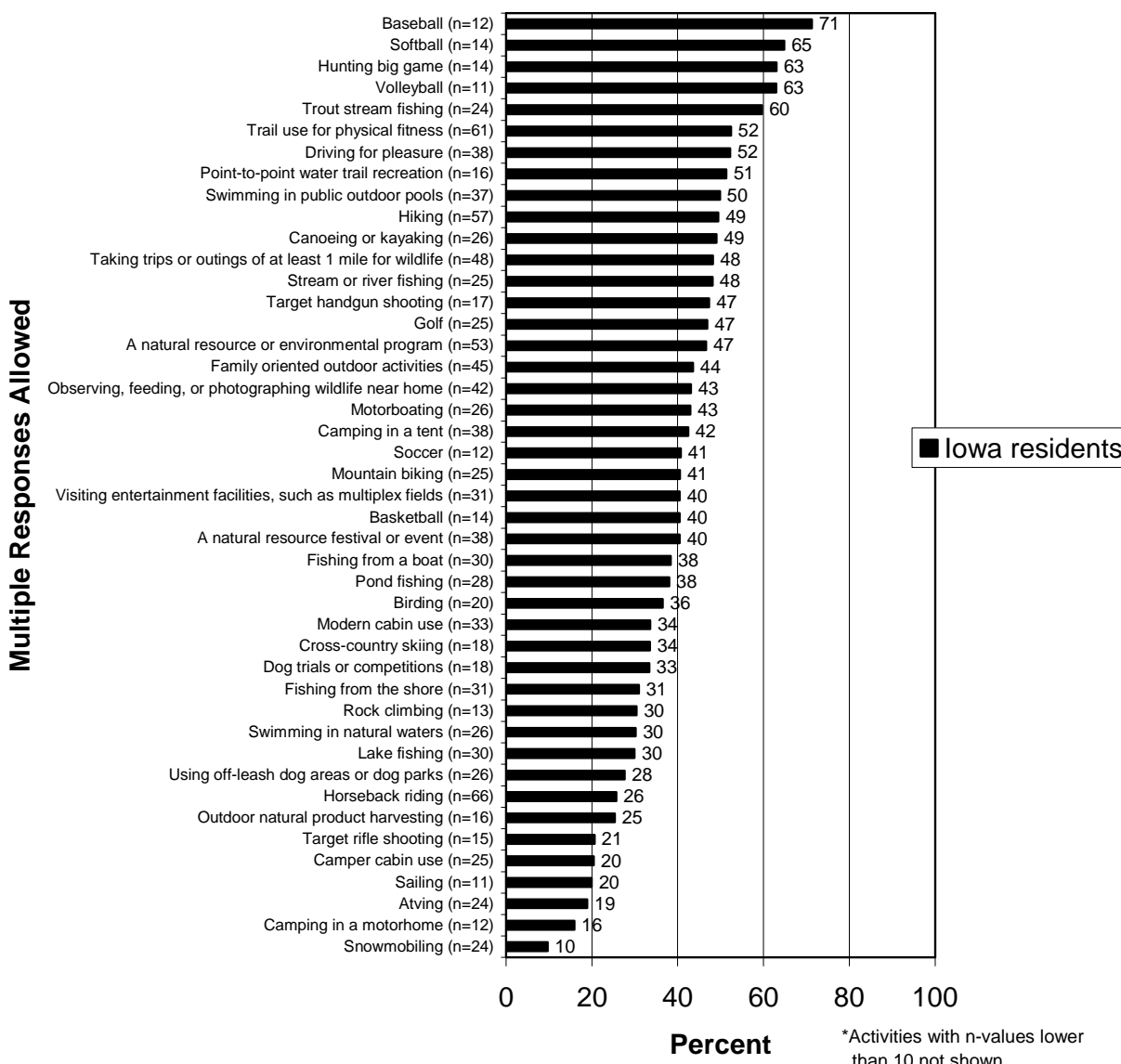
Q522, Q527. Percent who named health / age / injury as a main reason they did not participate in [activity] in Iowa in the past 2 years. (Asked of those who did not participate in the activity and who named it among the top 2 activities in which they are most interested in participating.)



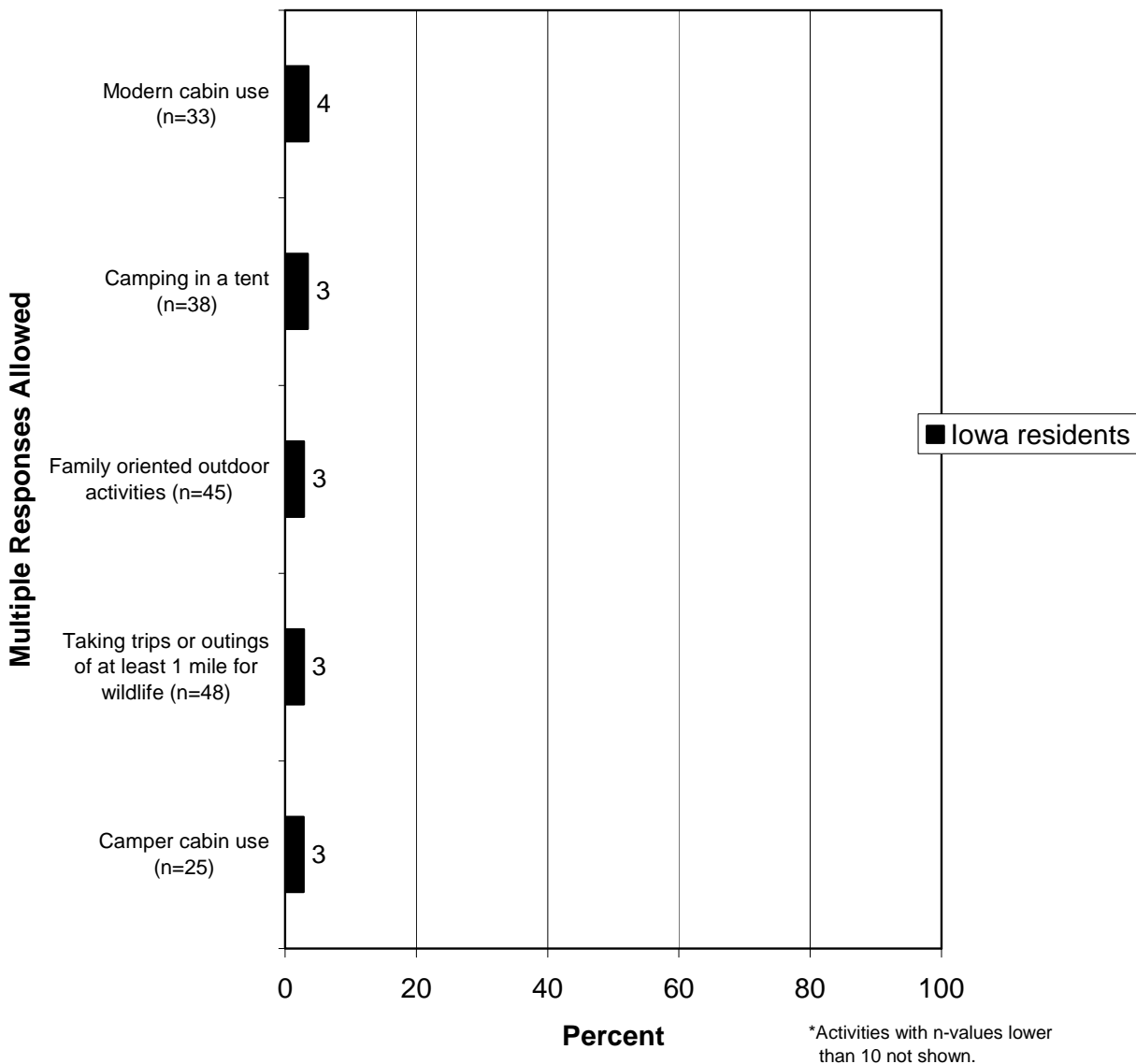
Q522, Q527. Percent who named having no one to go with as a main reason they did not participate in [activity] in Iowa in the past 2 years. (Asked of those who did not participate in the activity and who named it among the top 2 activities in which they are most interested in participating.)



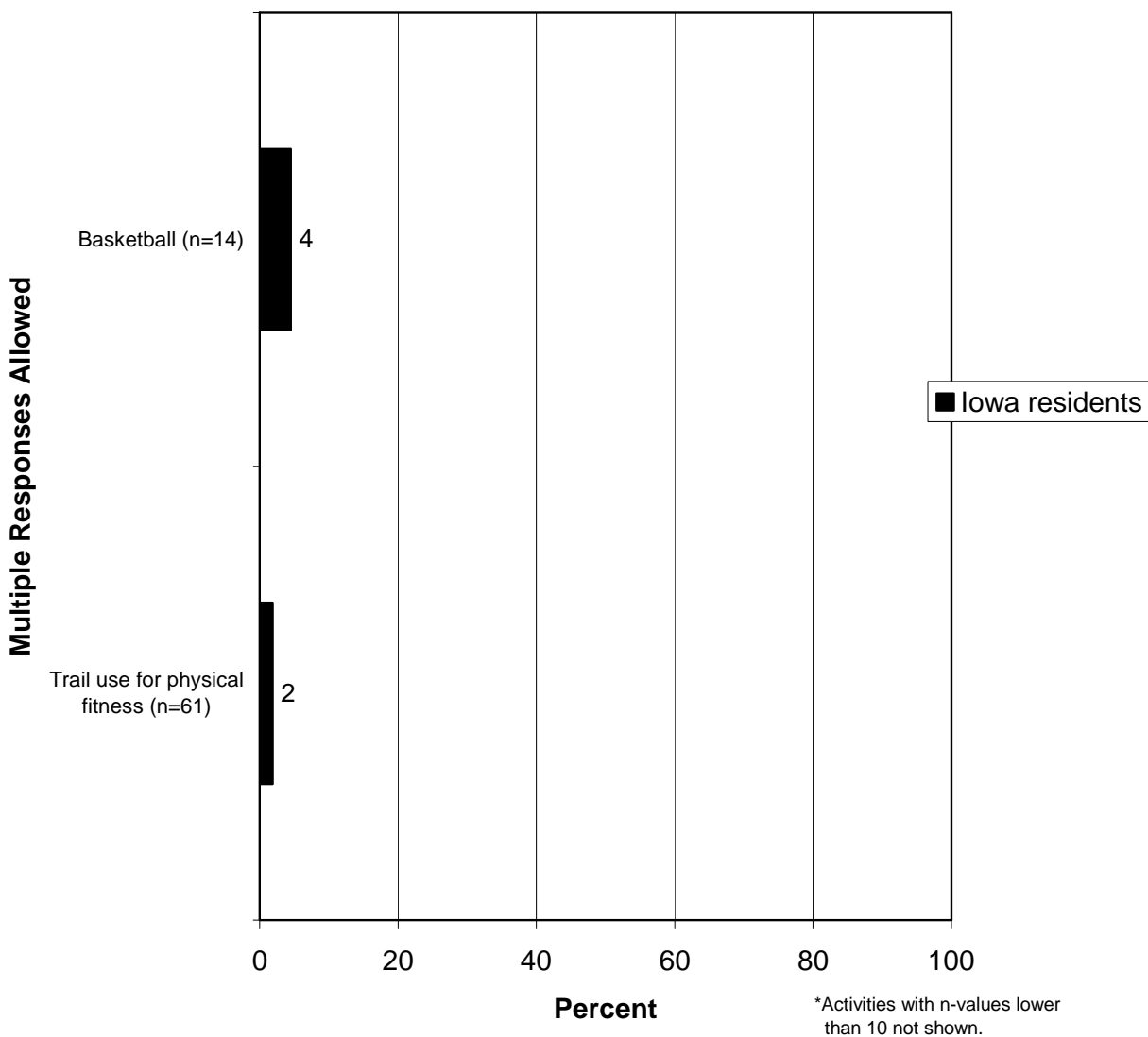
Q522, Q527. Percent who named not enough time as a main reason they did not participate in [activity] in Iowa in the past 2 years. (Asked of those who did not participate in the activity and who named it among the top 2 activities in which they are most interested in participating.)



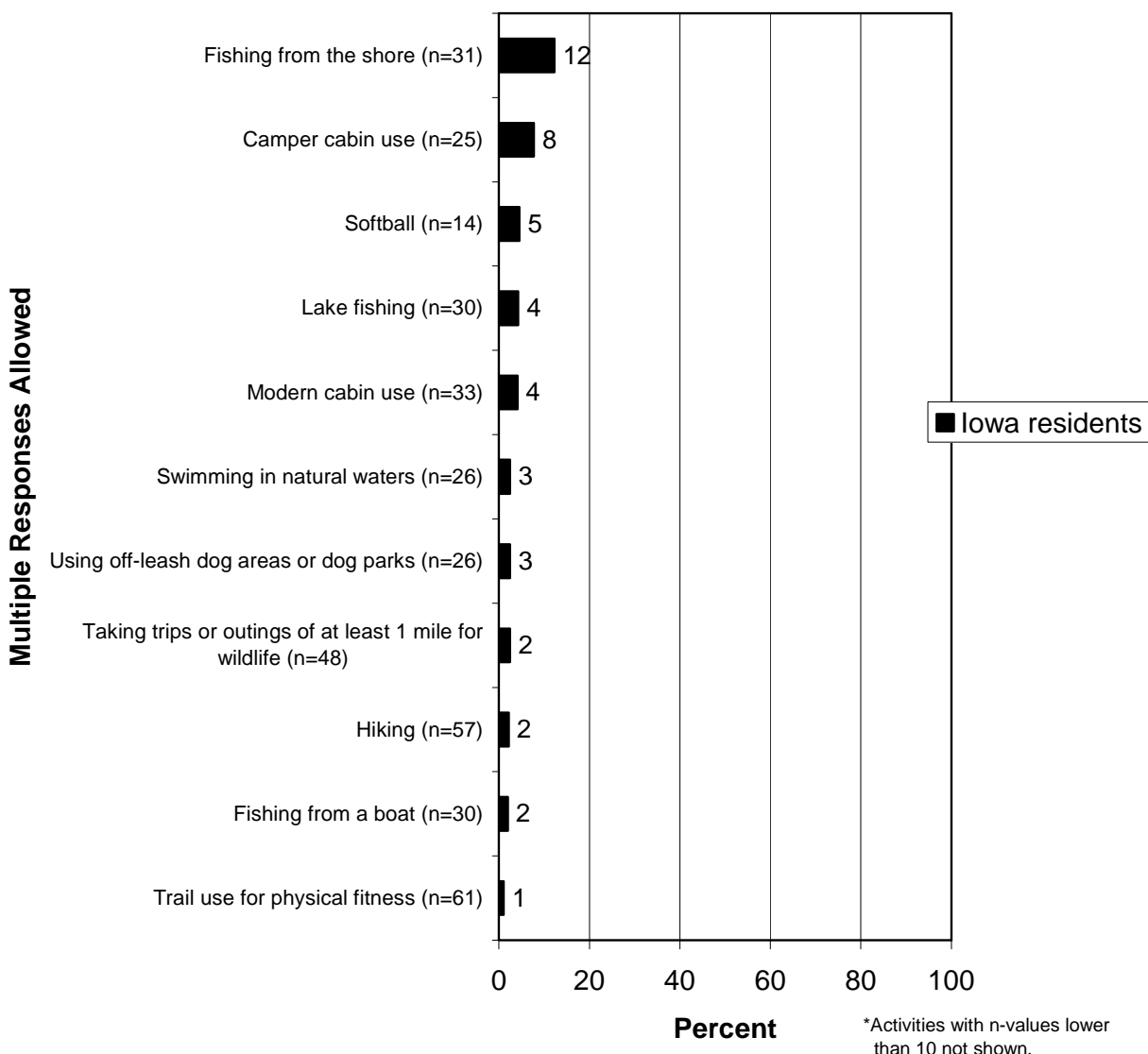
Q522, Q527. Percent who named participation in another state as a main reason they did not participate in [activity] in Iowa in the past 2 years. (Asked of those who did not participate in the activity and who named it among the top 2 activities in which they are most interested in participating.)



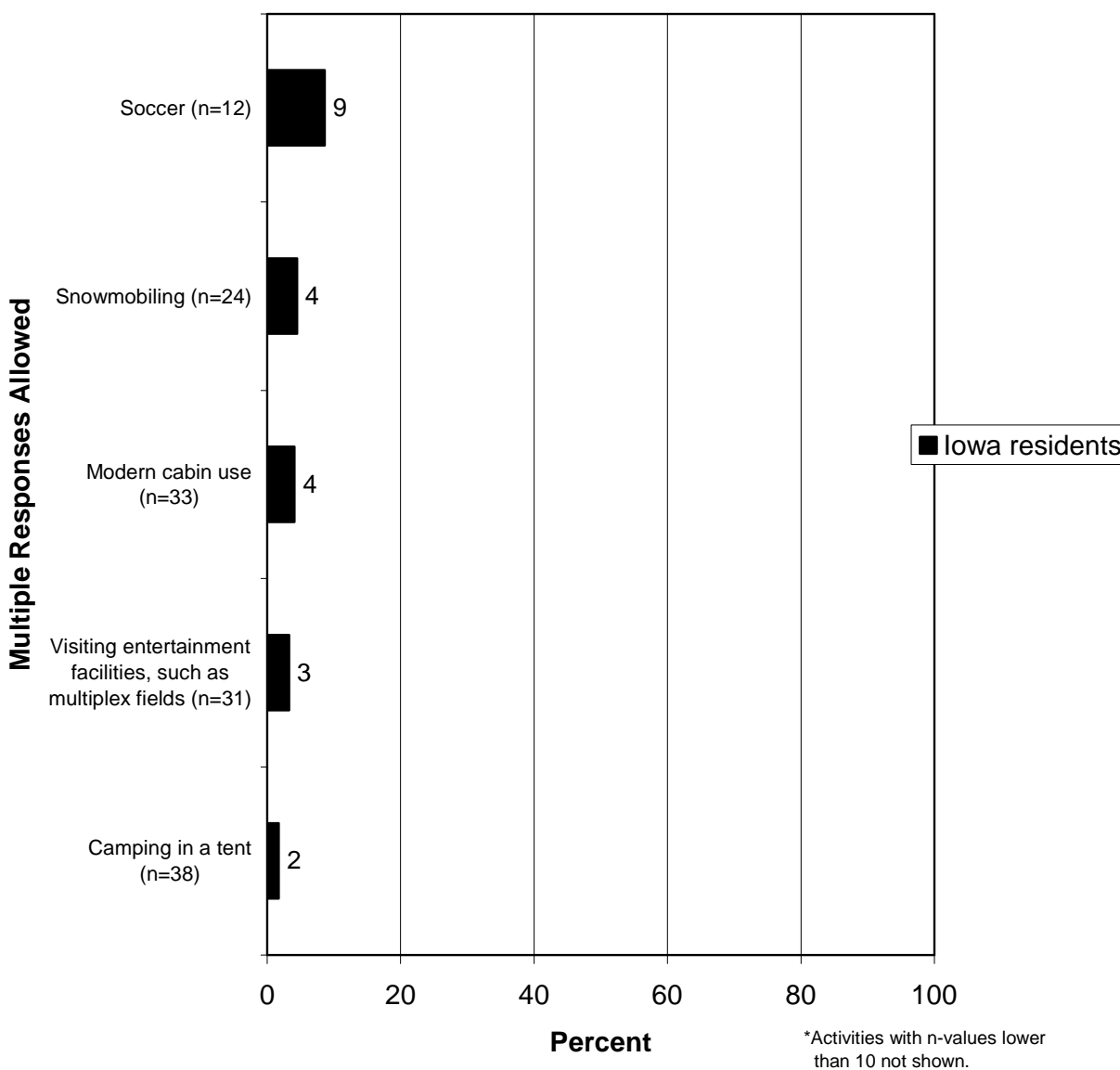
Q522, Q527. Percent who named preference of an indoor activity / preference of other activities in general as a main reason they did not participate in [activity] in Iowa in the past 2 years. (Asked of those who did not participate in the activity and who named it among the top 2 activities in which they are most interested in participating.)



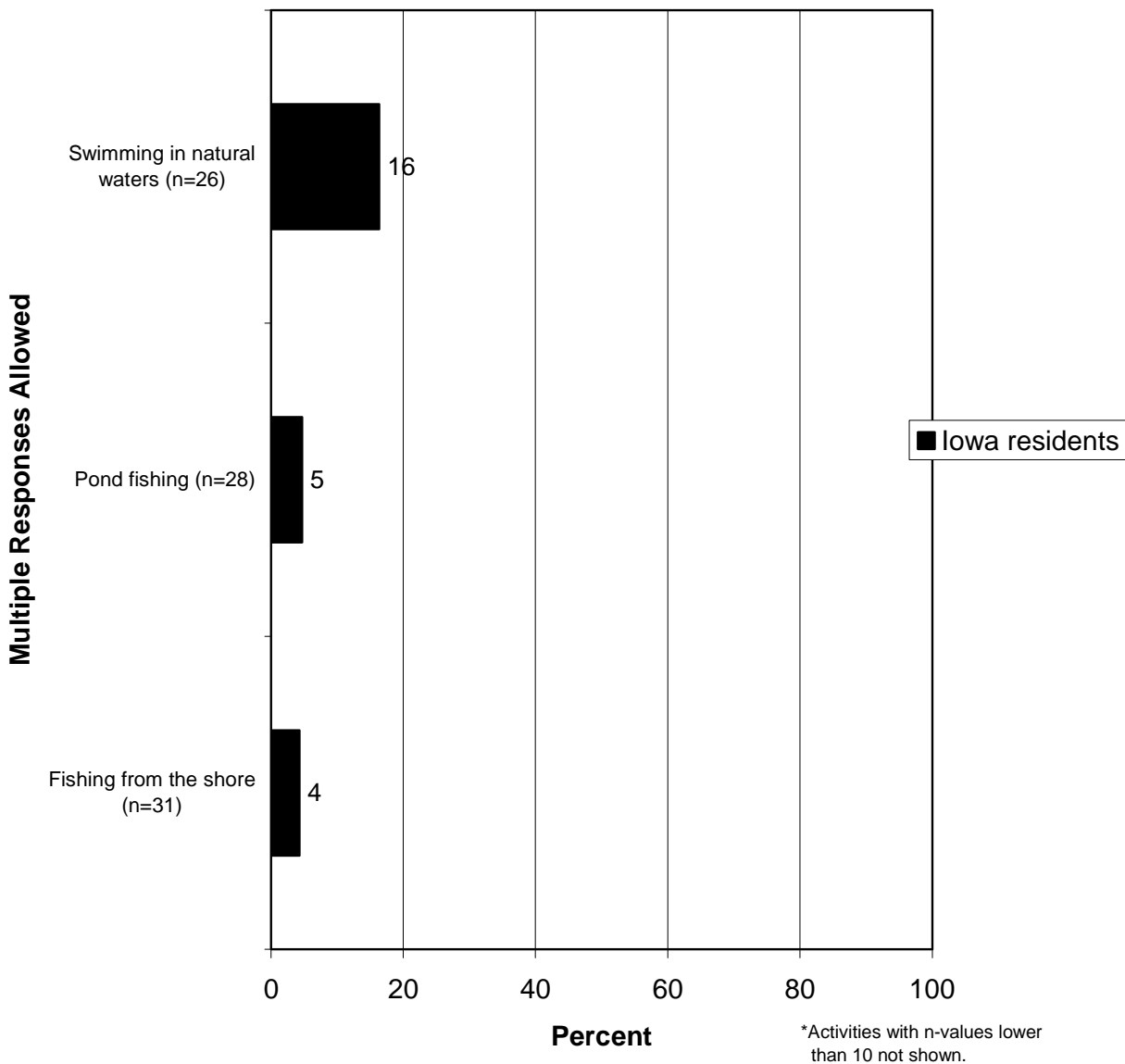
Q522, Q527. Percent who named preference of another outdoor activity as a main reason they did not participate in [activity] in Iowa in the past 2 years. (Asked of those who did not participate in the activity and who named it among the top 2 activities in which they are most interested in participating.)



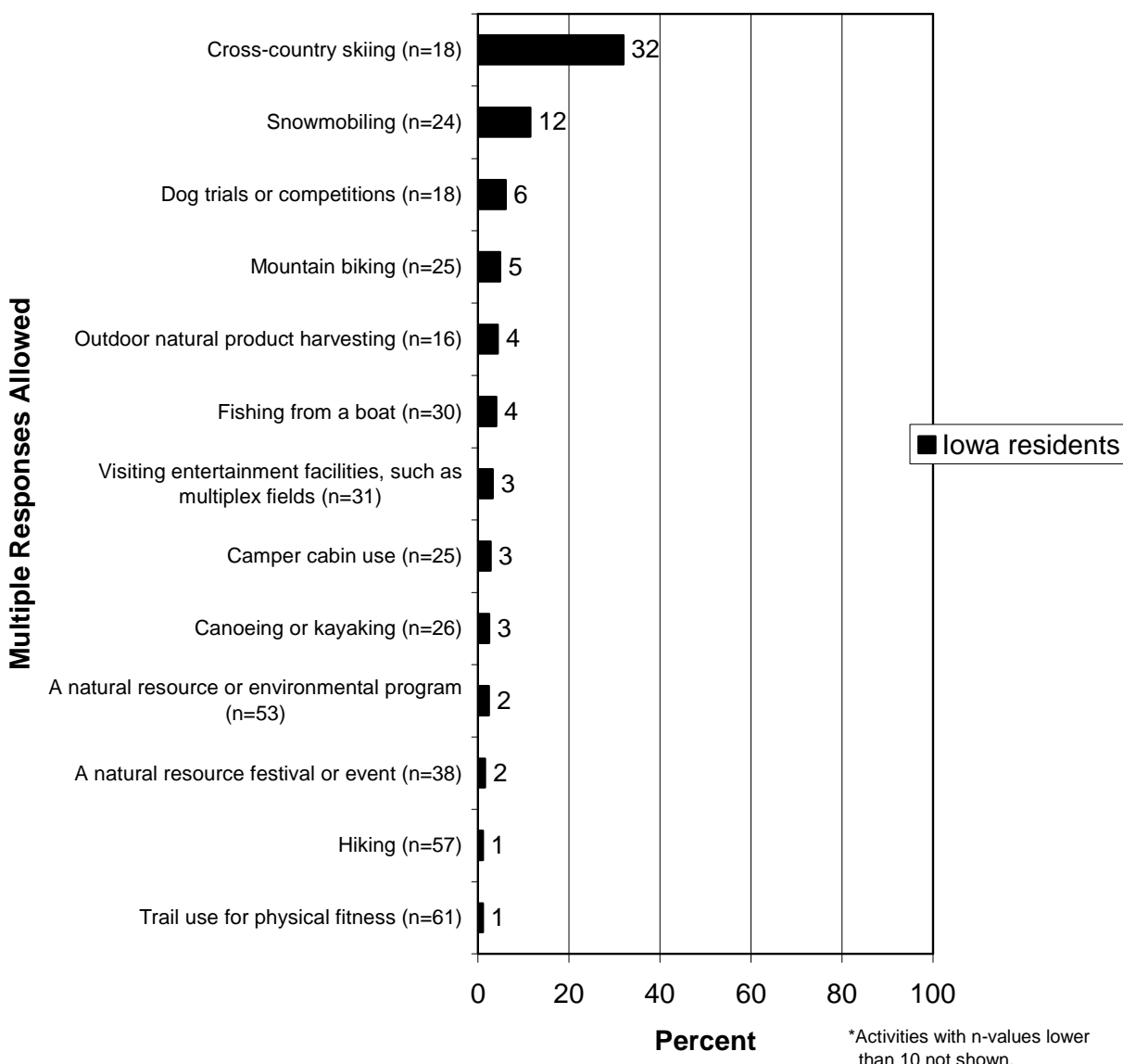
Q522, Q527. Percent who named crowding as a main reason they did not participate in [activity] in Iowa in the past 2 years. (Asked of those who did not participate in the activity and who named it among the top 2 activities in which they are most interested in participating.)



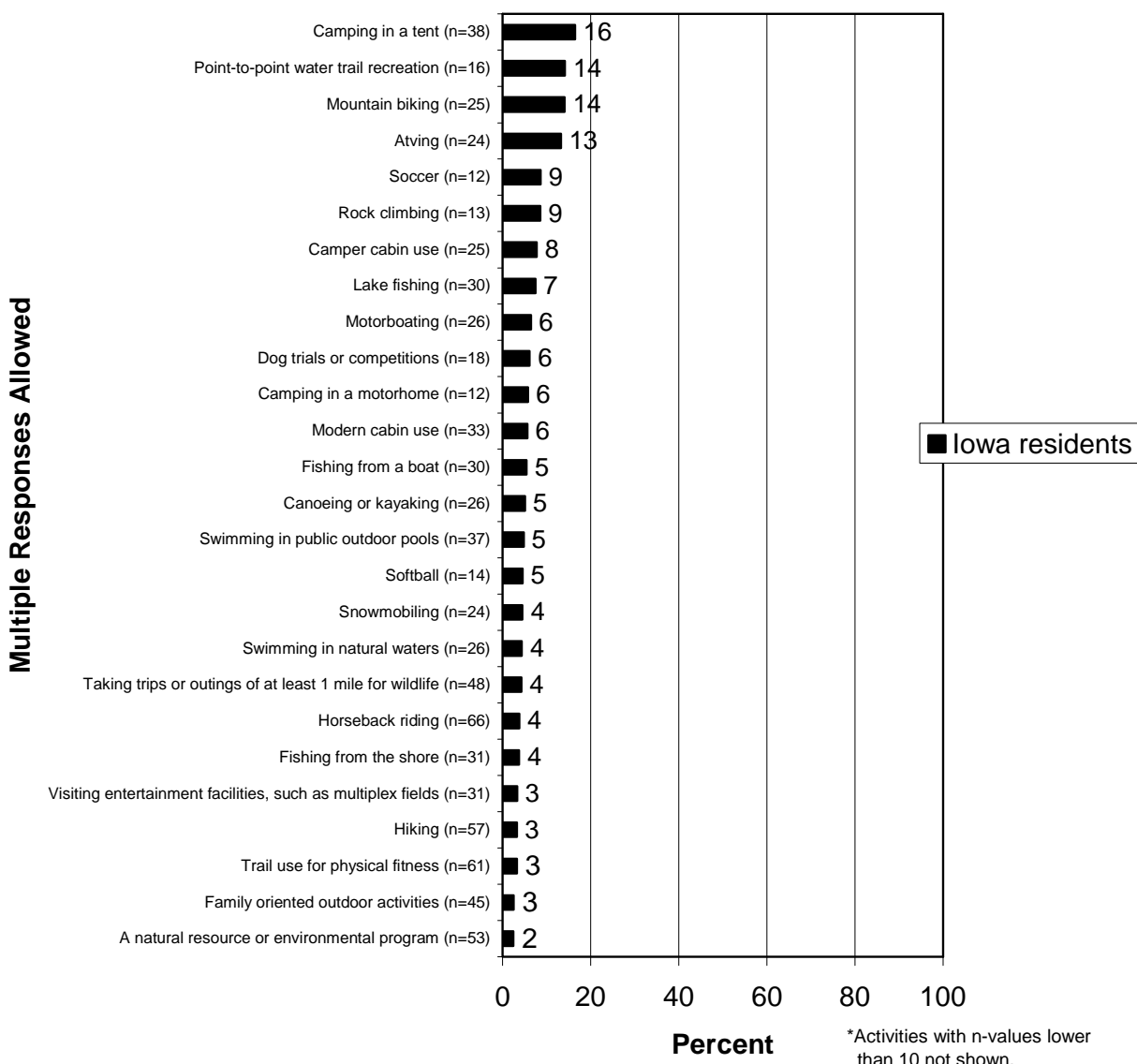
Q522, Q527. Percent who named water quality as a main reason they did not participate in [activity] in Iowa in the past 2 years. (Asked of those who did not participate in the activity and who named it among the top 2 activities in which they are most interested in participating.)



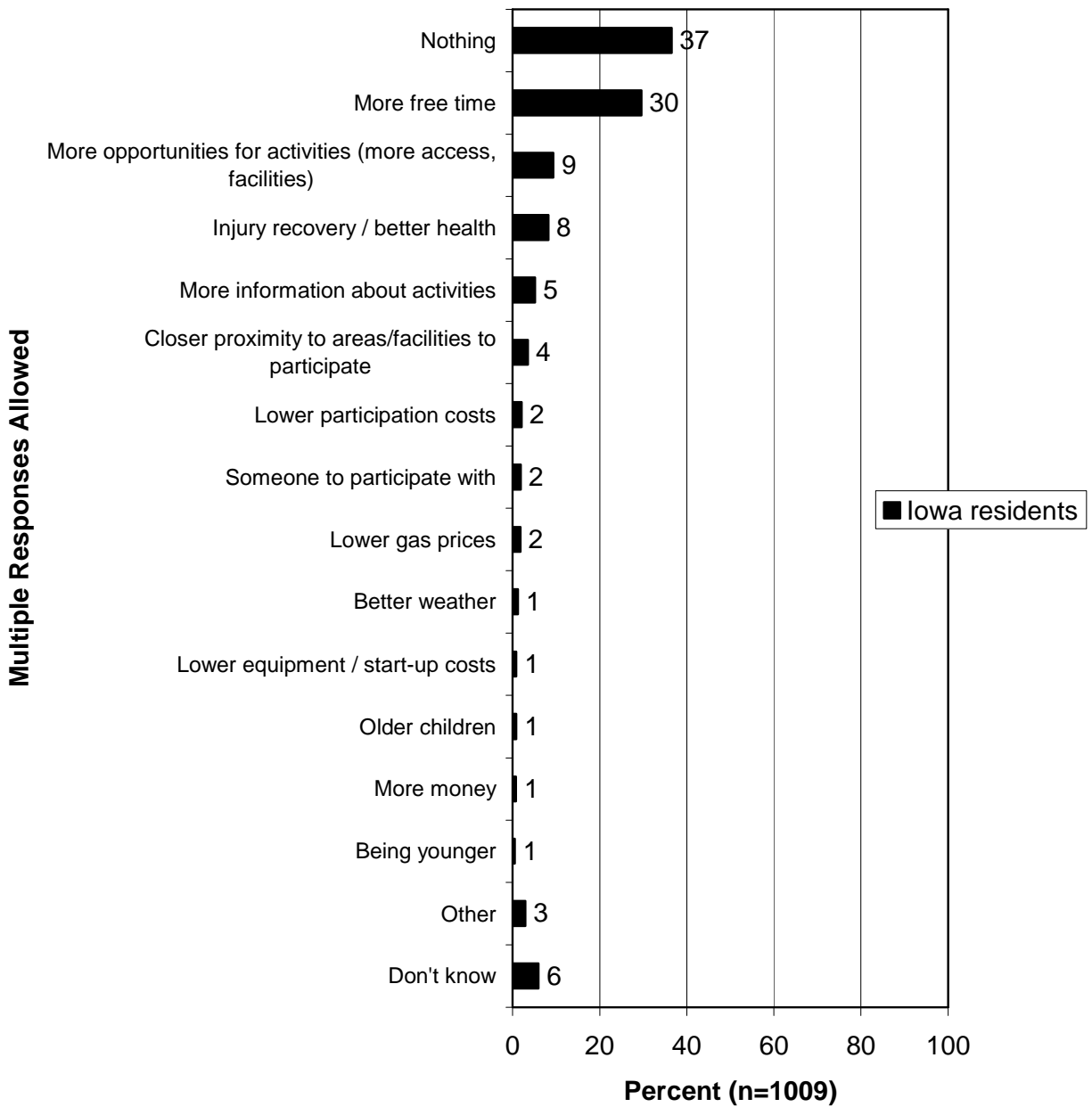
Q522, Q527. Percent who named weather as a main reason they did not participate in [activity] in Iowa in the past 2 years. (Asked of those who did not participate in the activity and who named it among the top 2 activities in which they are most interested in participating.)



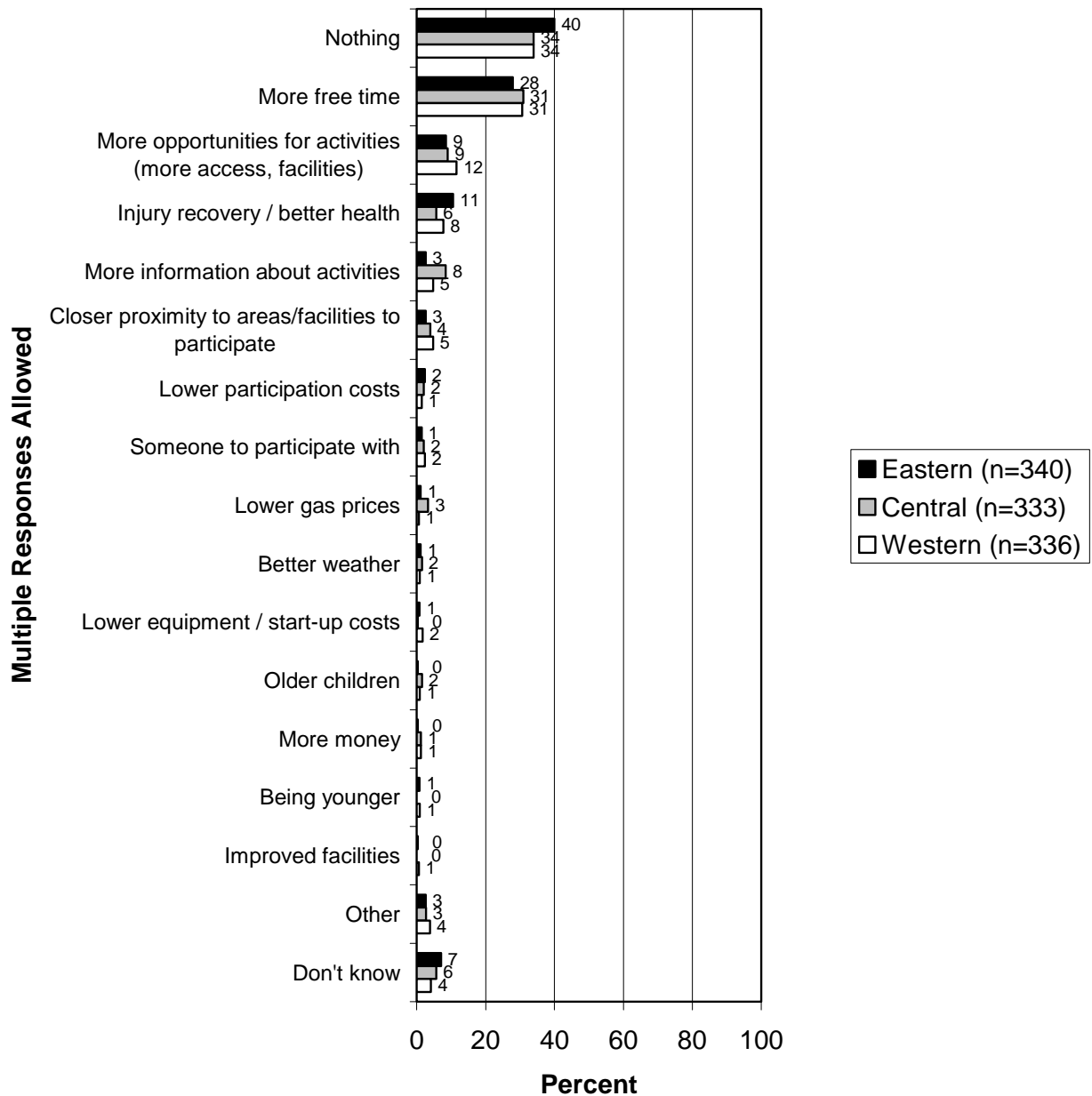
Q522, Q527. Percent who named young children / baby / pregnancy as a main reason they did not participate in [activity] in Iowa in the past 2 years. (Asked of those who did not participate in the activity and who named it among the top 2 activities in which they are most interested in participating.)



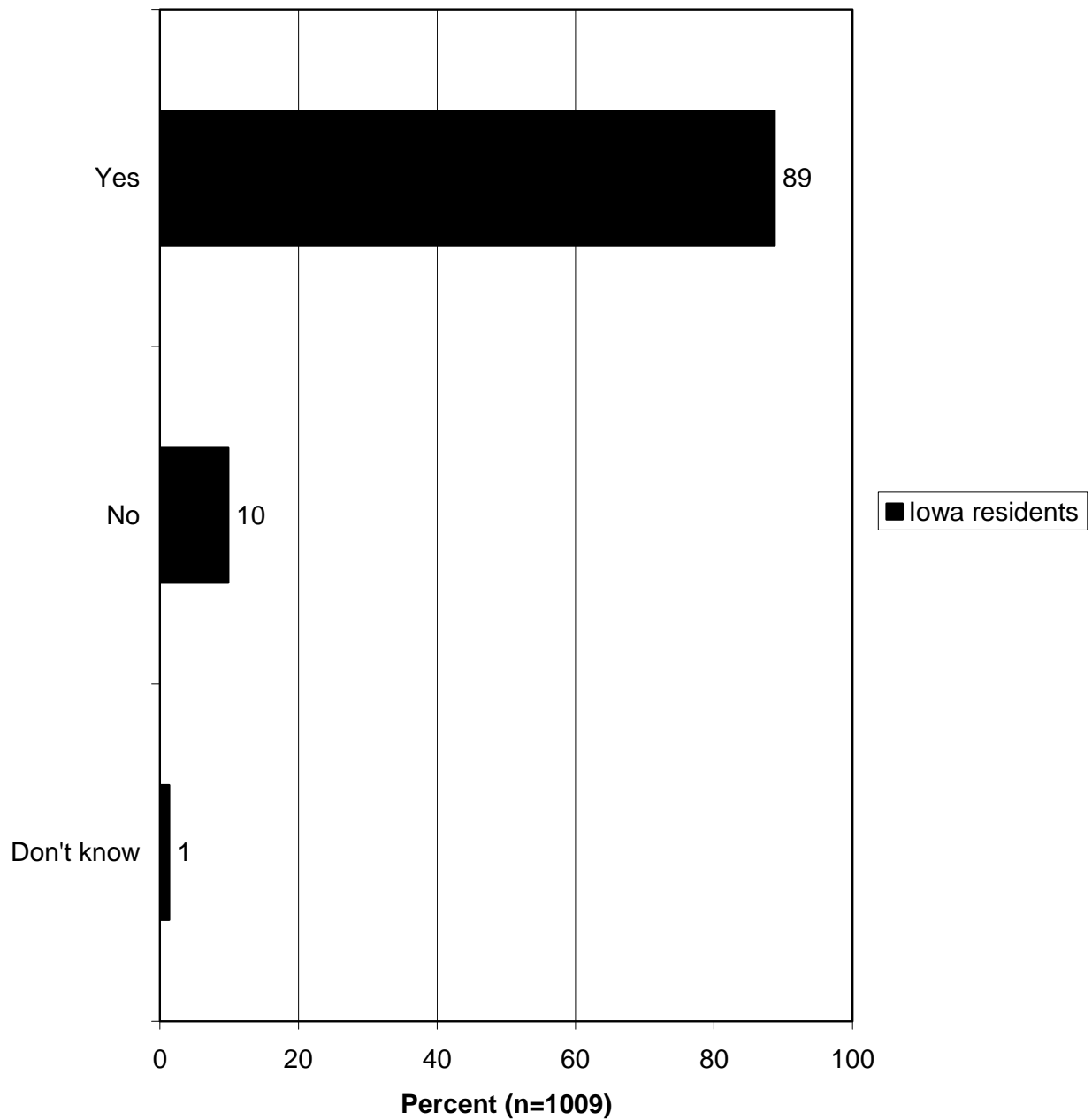
Q530. What, if anything, would encourage you to participate or to participate more actively in outdoor recreation activities in Iowa?



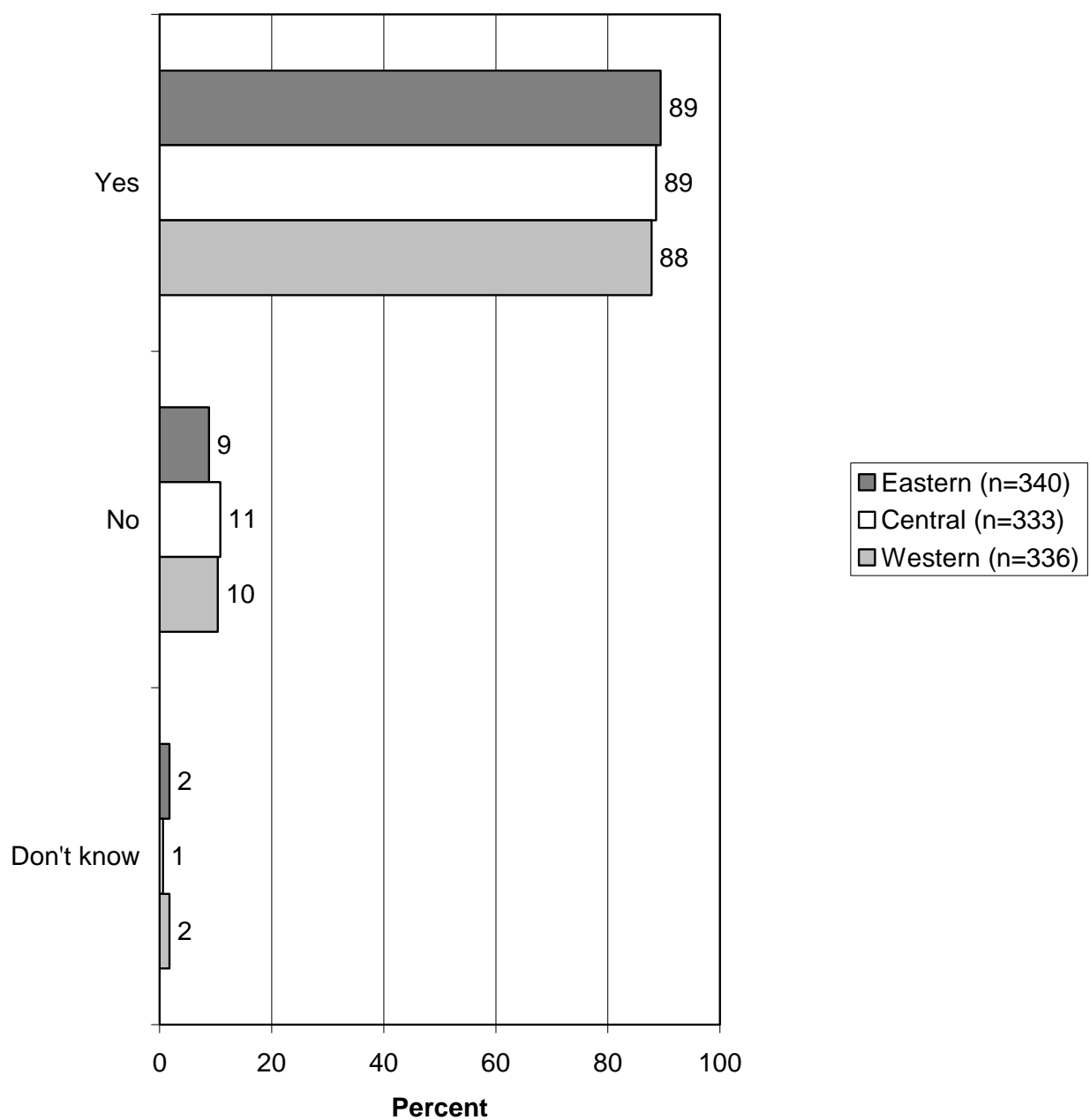
Q530. What, if anything, would encourage you to participate or to participate more actively in outdoor recreation activities in Iowa?



Q536. Do you know where recreational facilities are located in Iowa?



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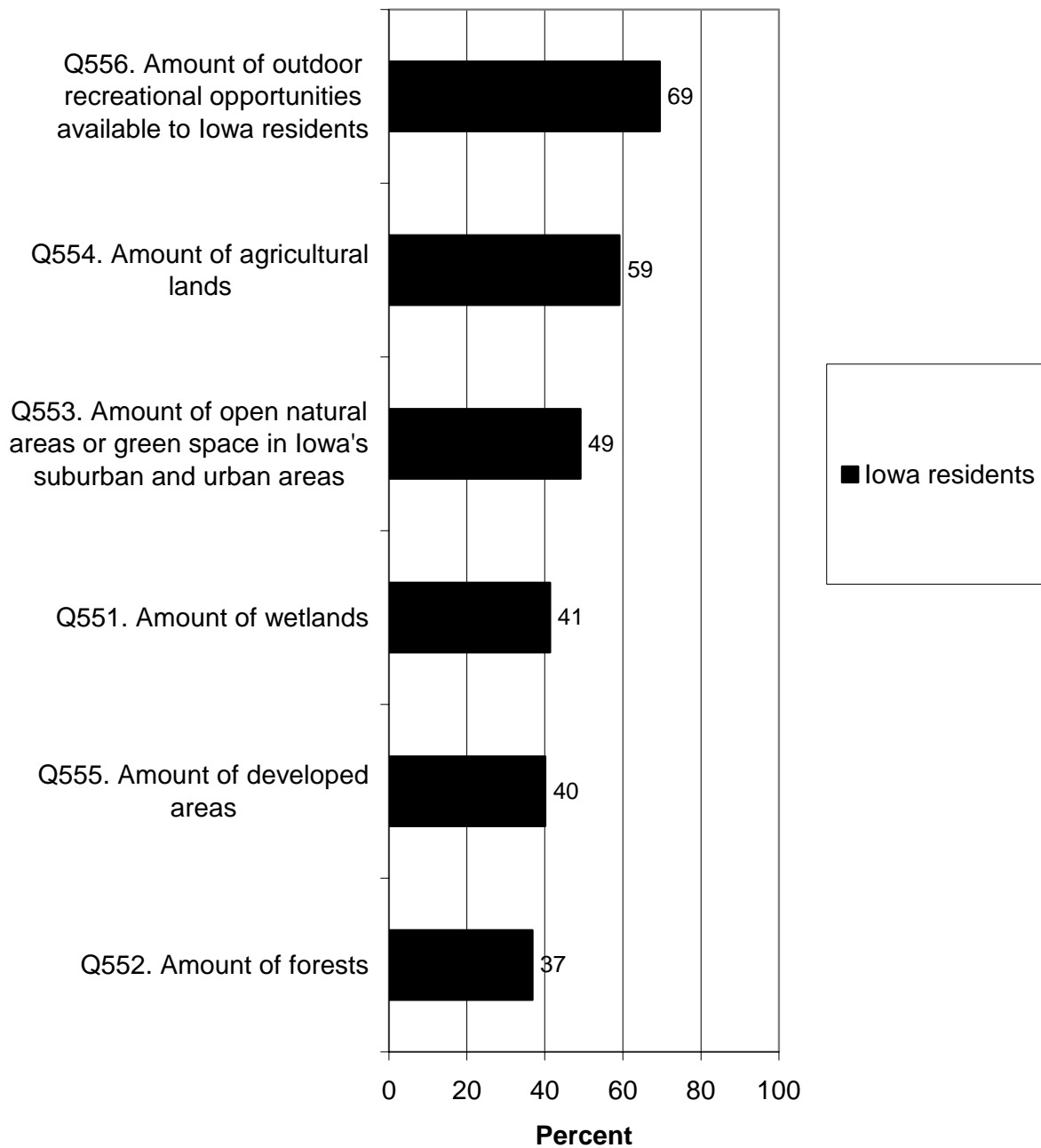
ATTITUDES TOWARD THE ENVIRONMENT, NATURAL RESOURCES, AND GREEN SPACE IN IOWA, AND THE PERCEIVED IMPACT OF ACTIVITIES ON NATURAL AREAS

- The survey discussed six types of land and asked Iowa residents whether there are too many, about the right amount, or too few lands of each type. The type of land that led the ranking for “too many” was developed areas (50% said there are too many of these areas); no other type of land had more than 10% saying there are too many. On the other hand, just more than half (51%) said there are too few forests, and more than a third said there are too few open natural areas in suburban/urban environments (36%) and too few wetlands (35%).
- Iowa residents were asked if they agree that Iowa’s natural areas, open spaces, and agricultural lands should be developed, if such development results in adverse impacts on natural areas and places; they overwhelmingly disagree (79% disagree, with 55% *strongly* disagreeing).
- There appears to be some concern that outdoor recreational activities may have a negative impact on Iowa’s natural areas and places: 12% of residents are *very* concerned and another 42% are *somewhat* concerned (for a total of 54% concerned) about the impact of outdoor recreation on Iowa’s natural areas or places. Furthermore, 46% say outdoor recreational activities have a minor impact and another 6% say they have a major impact on Iowa’s natural areas or places. Nonetheless, a substantial percentage (39%) say they have no impact. Those activities most commonly seen as having an impact on natural areas are ATVing, boating, snowmobiling, hunting, and camping. Most often, those who named an activity as having an impact did *not* participate in that activity. Camping was the only activity named as having a negative impact that had a substantial percentage of *participants* saying that it has a negative impact.
- Slightly more than three quarters of Iowa residents (76%) approve of hunting, and a larger percentage (94%) approve of recreational fishing. A majority (57%) approve of trapping.

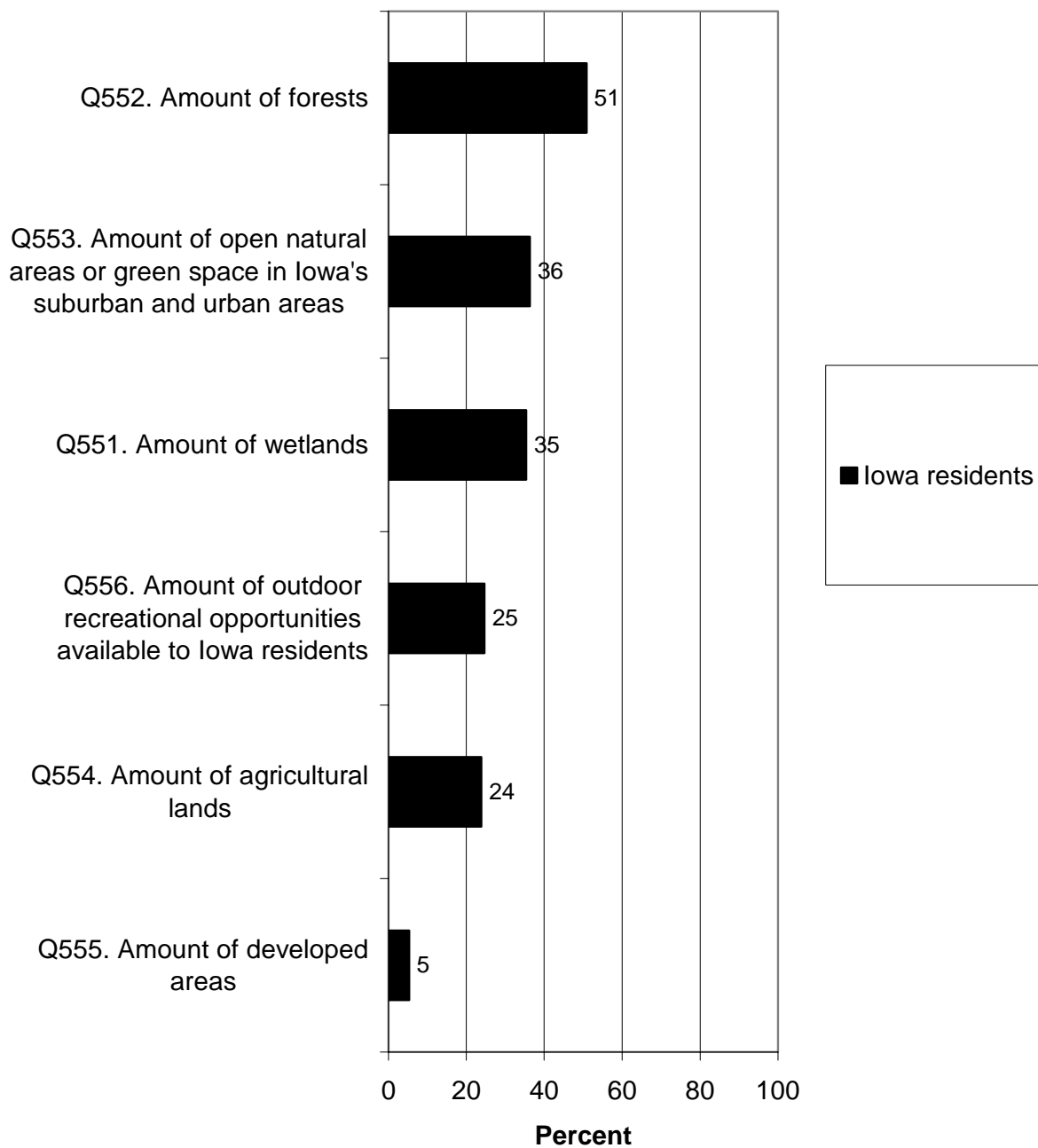
Q551-556. Percent who think there are too many of the following.



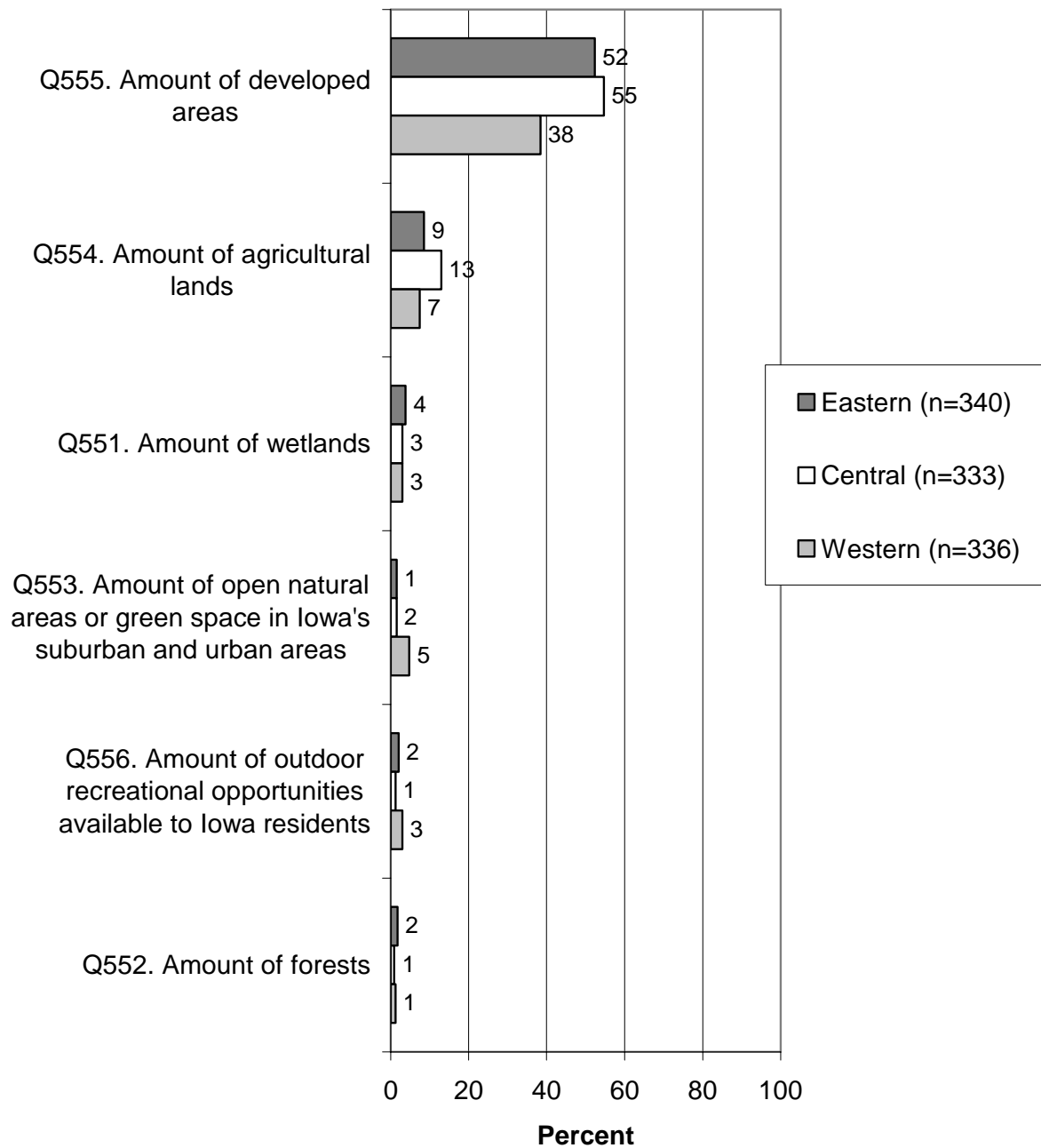
Q551-556. Percent who think there are about the right amount of the following.



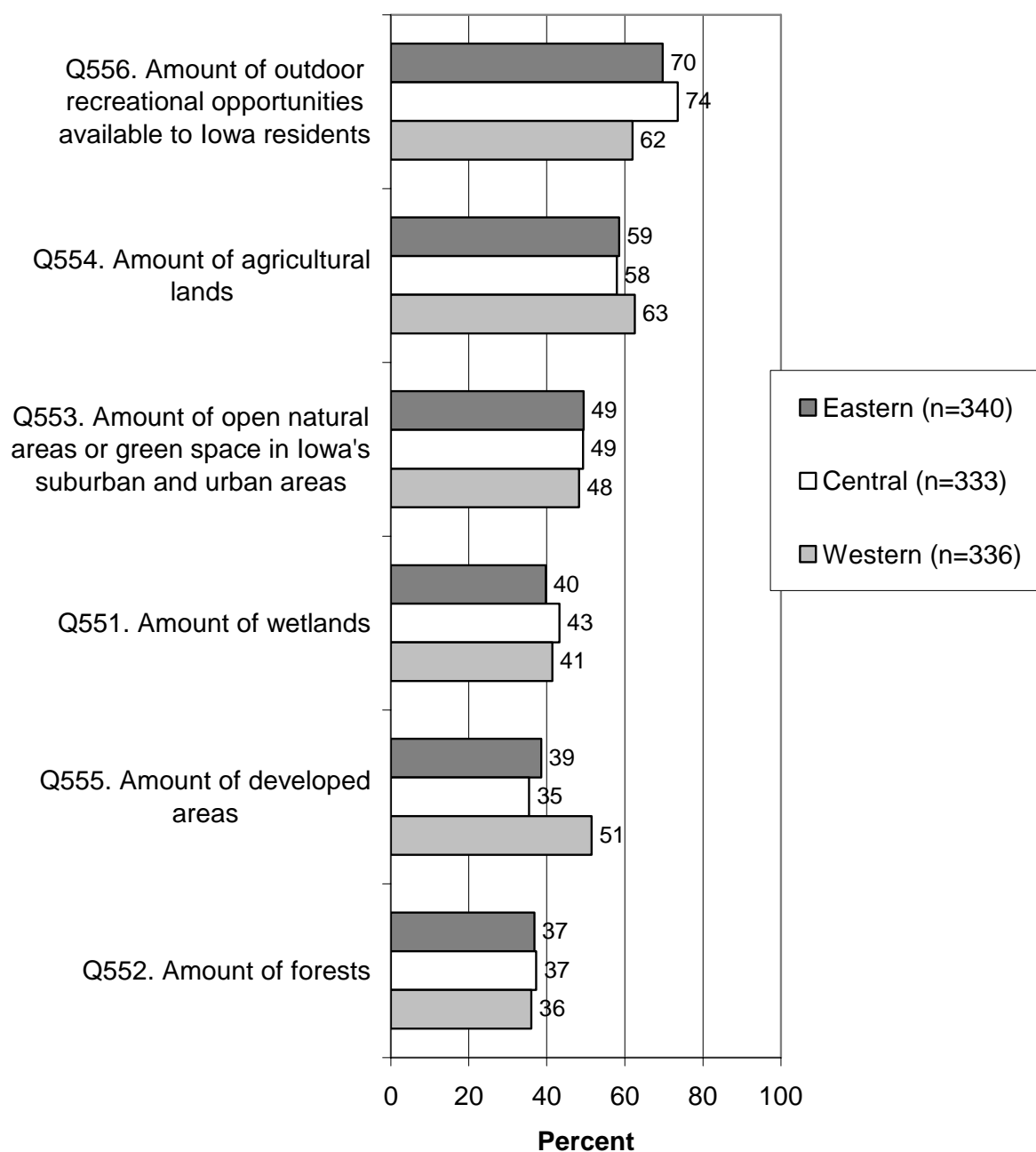
Q551-556. Percent who think there are too few of the following.



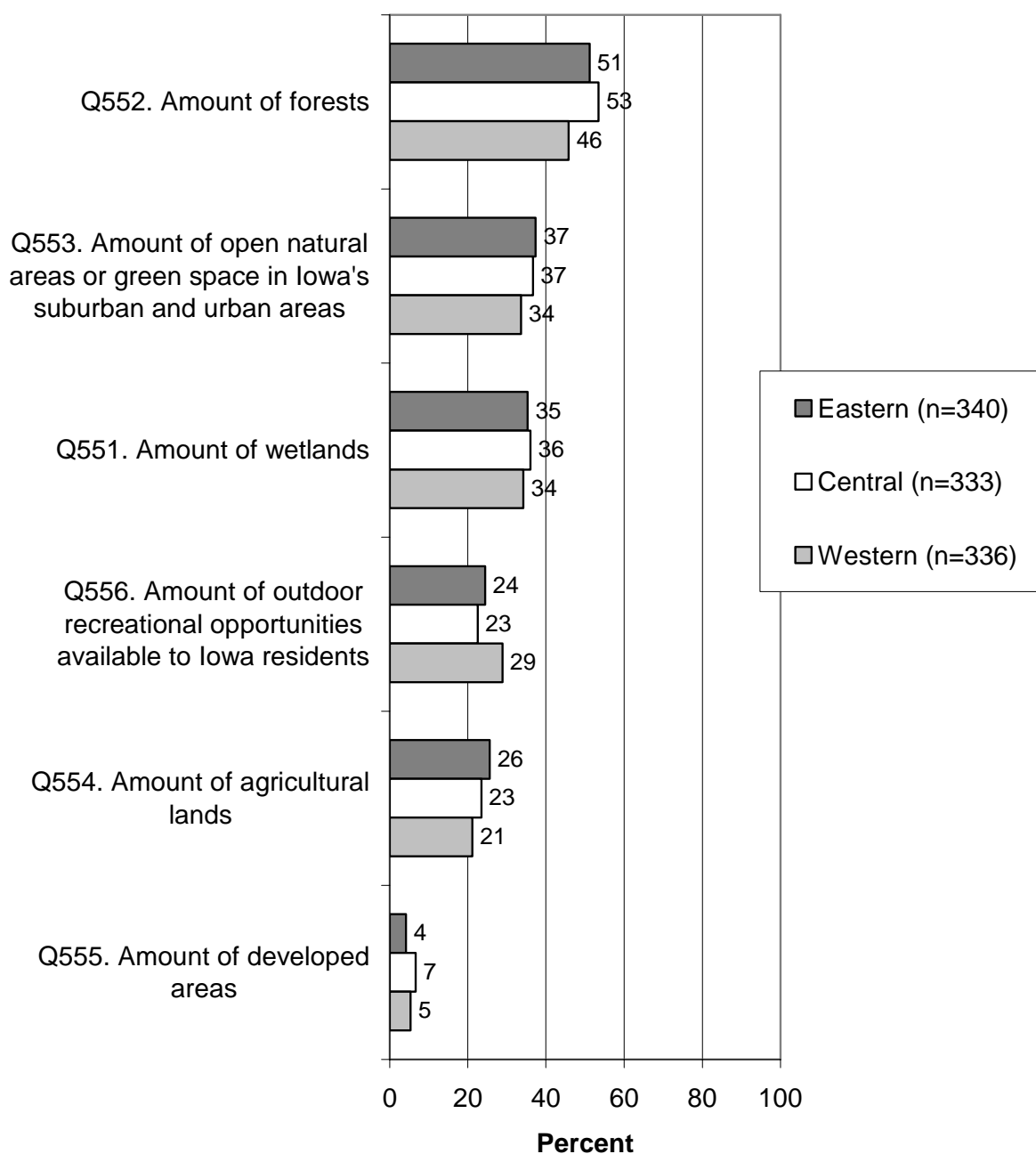
Q551-556. Percent who think there are too many of the following.



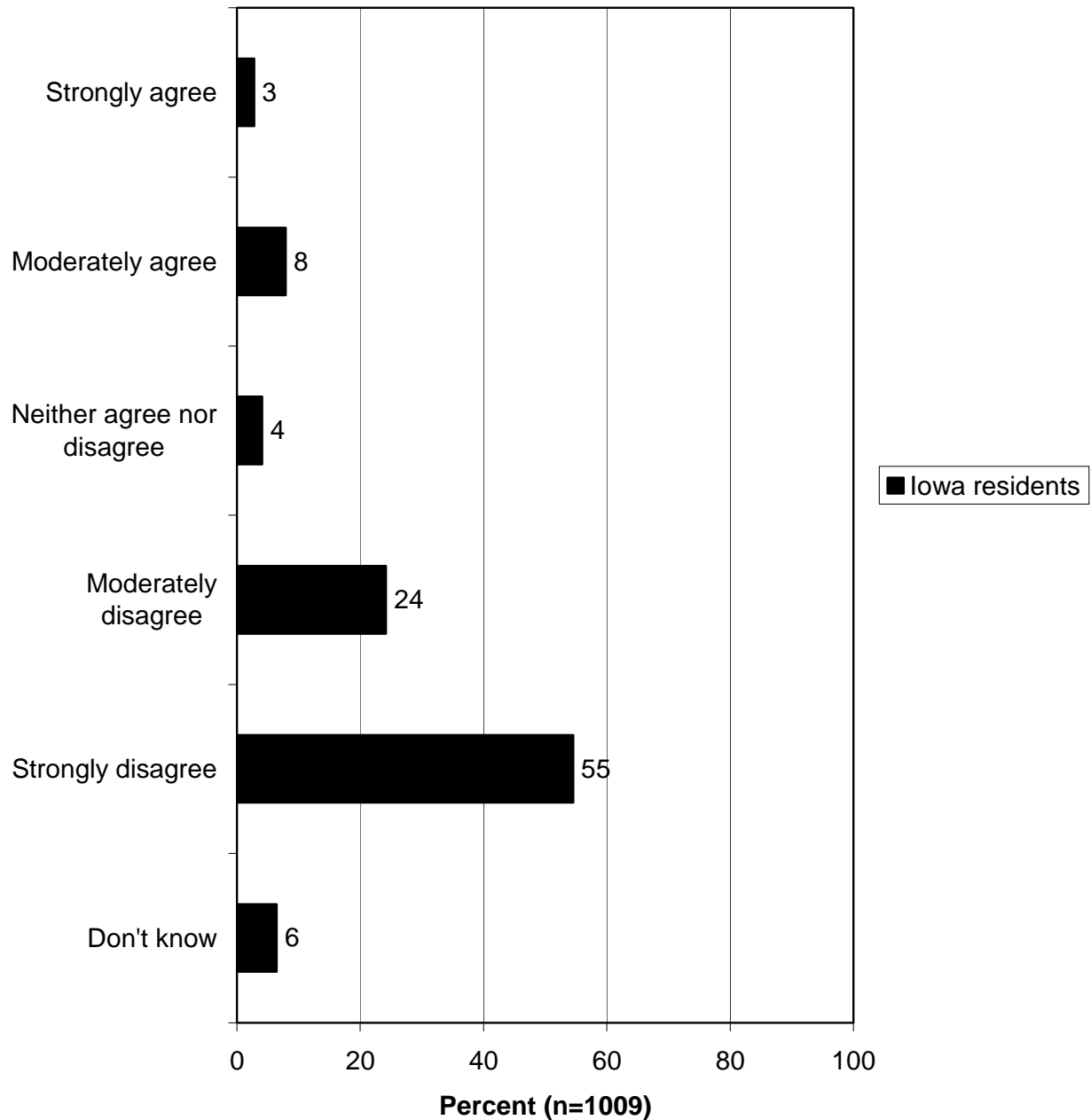
Q551-556. Percent who think there are about the right amount of the following.



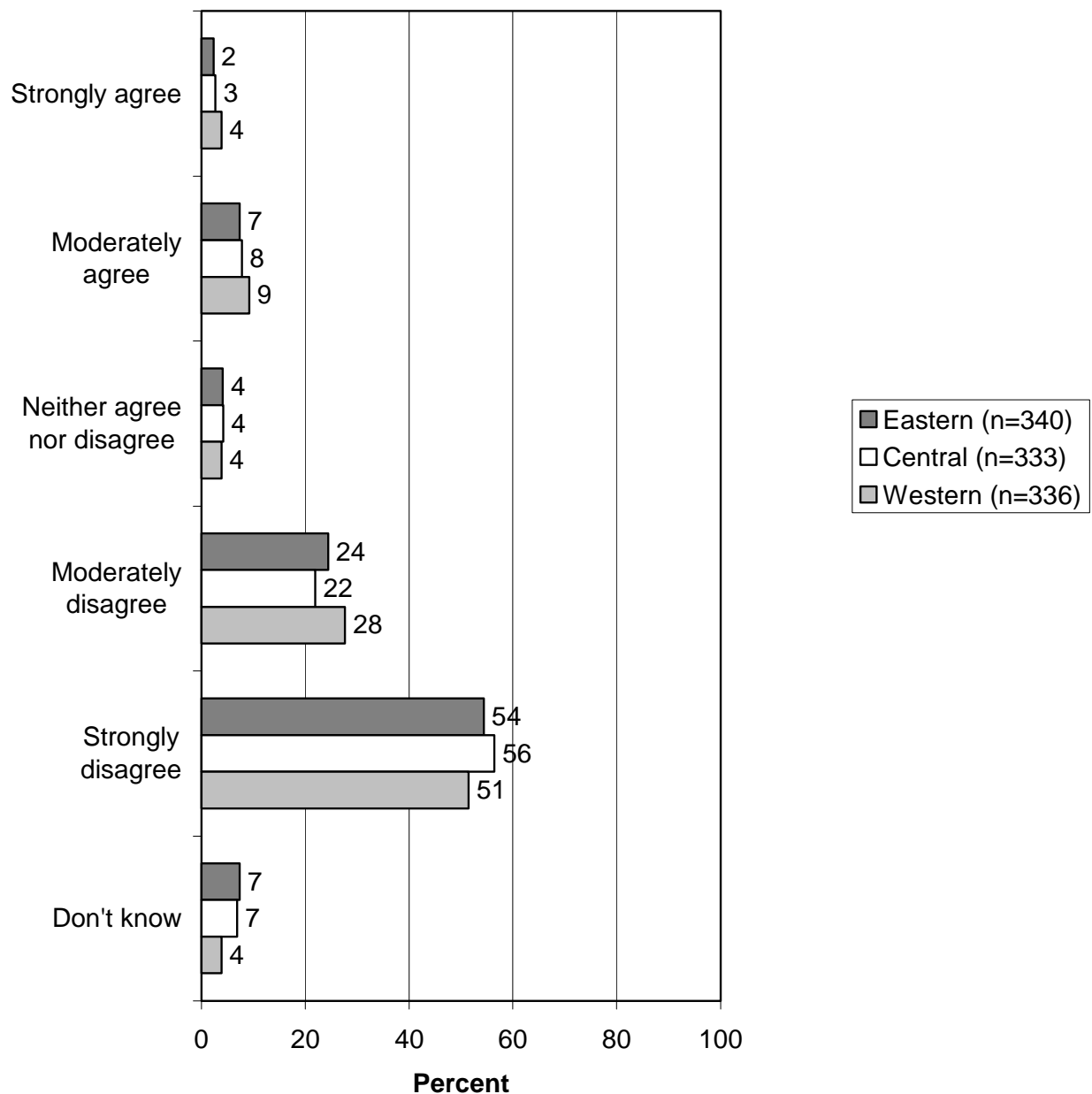
Q551-556. Percent who think there are too few of the following.



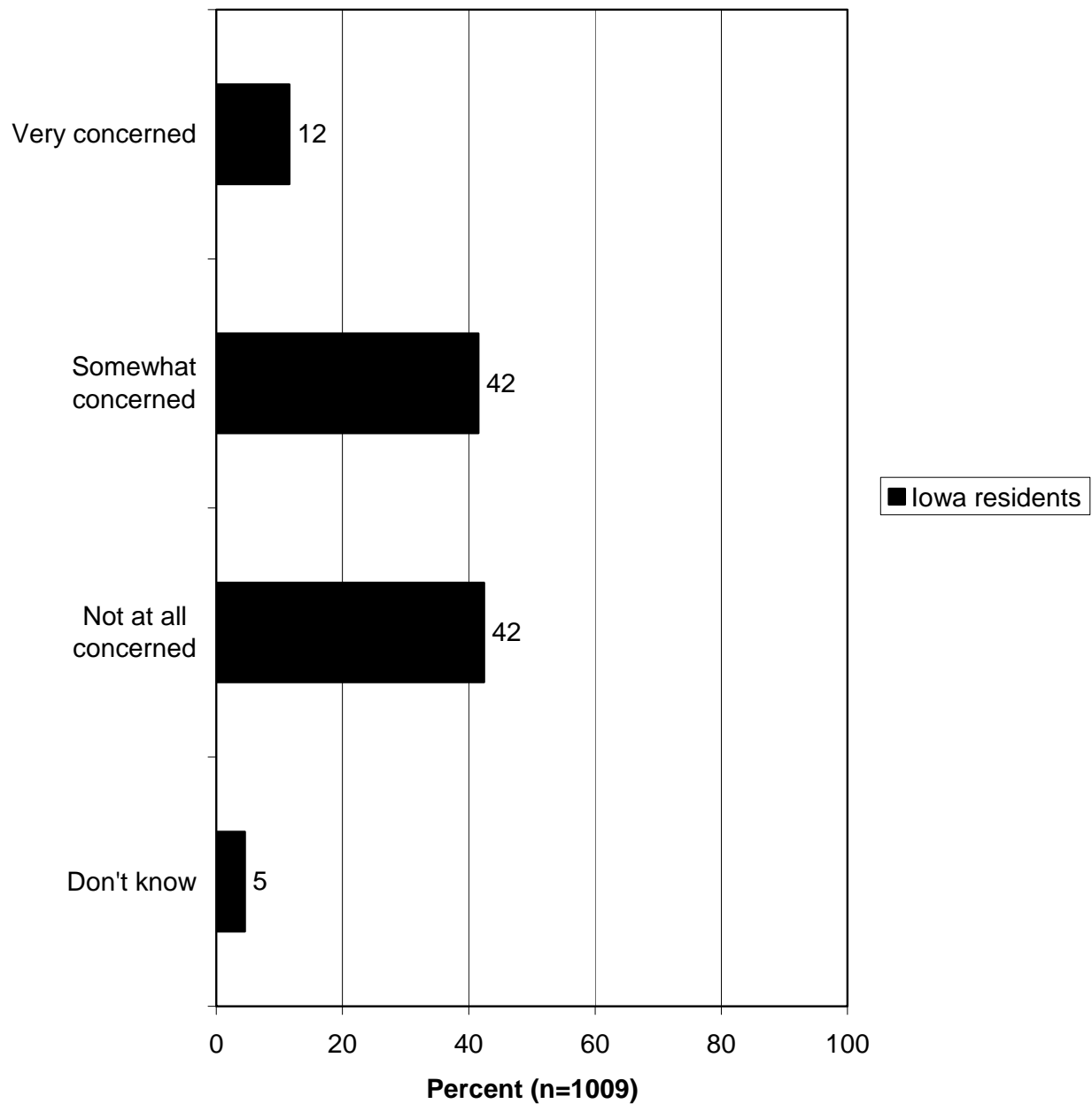
Q557. Do you agree or disagree that Iowa's natural areas, open spaces, and agricultural lands should be developed even if it results in adverse impacts on natural areas or places in Iowa?



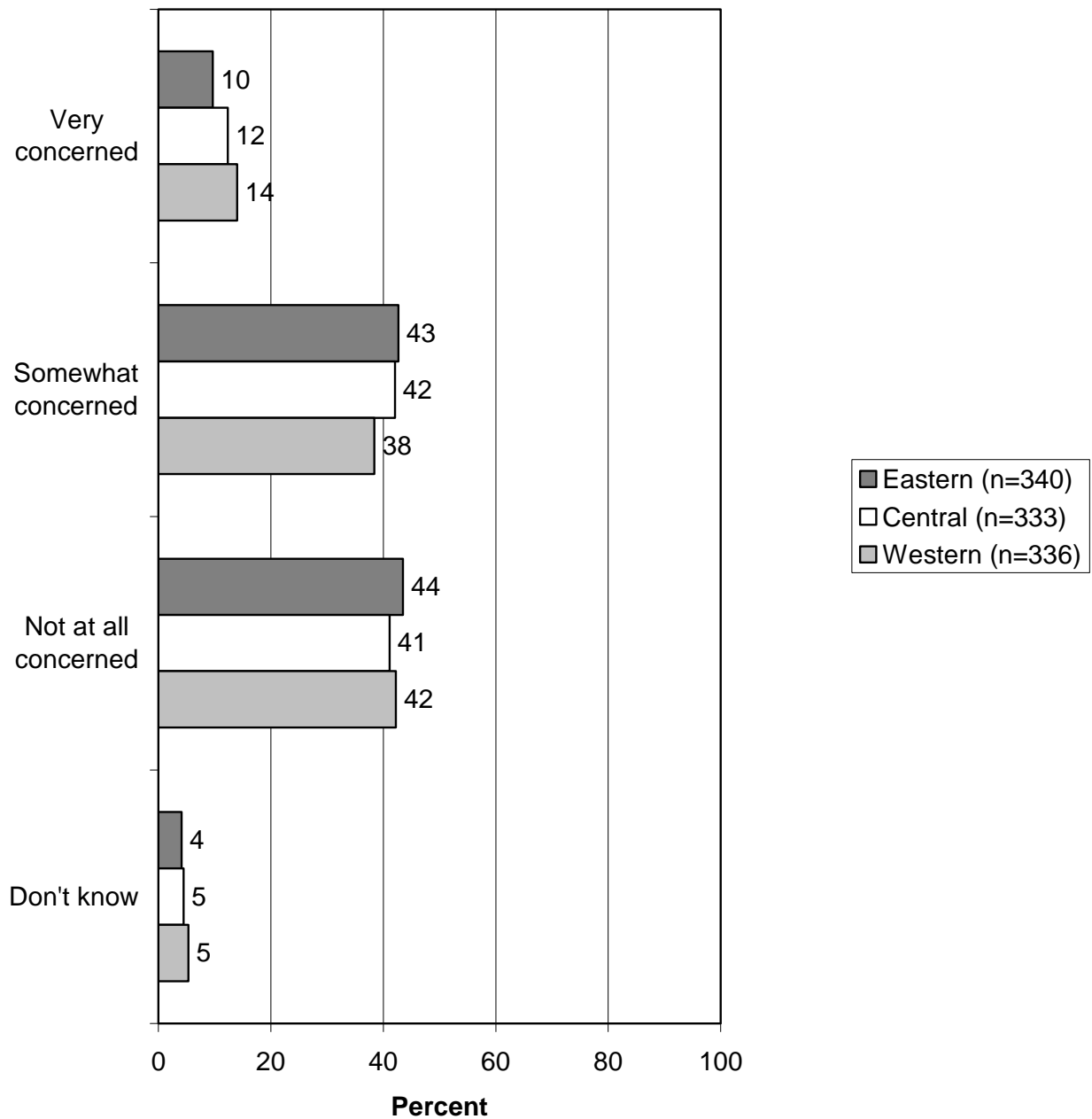
Q557. Do you agree or disagree that Iowa's natural areas, open spaces, and agricultural lands should be developed even if it results in adverse impacts on natural areas or places in Iowa?



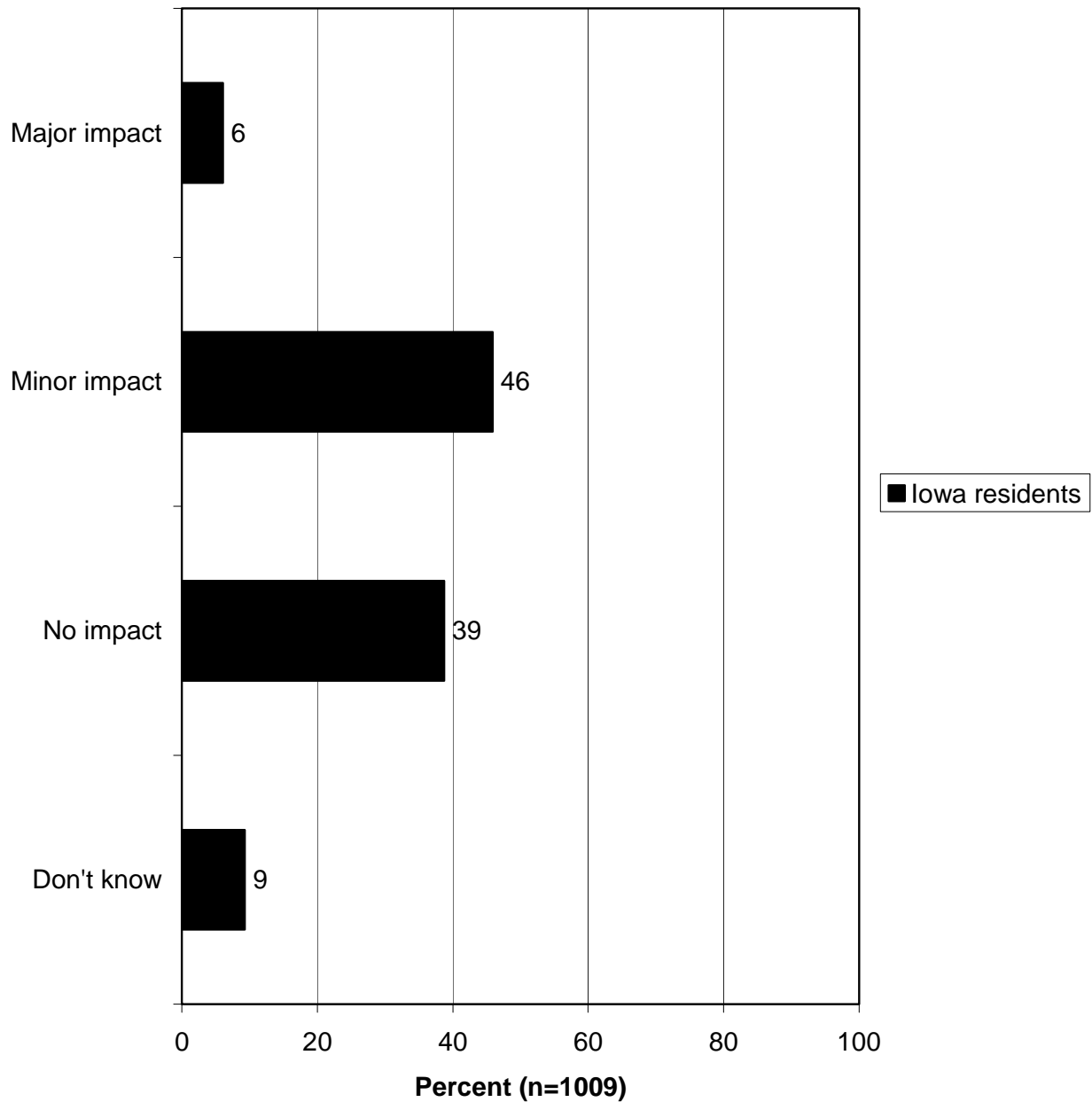
Q541. Would you say you are very concerned, somewhat concerned or not at all concerned about the impact of outdoor recreation on Iowa's natural areas or places?



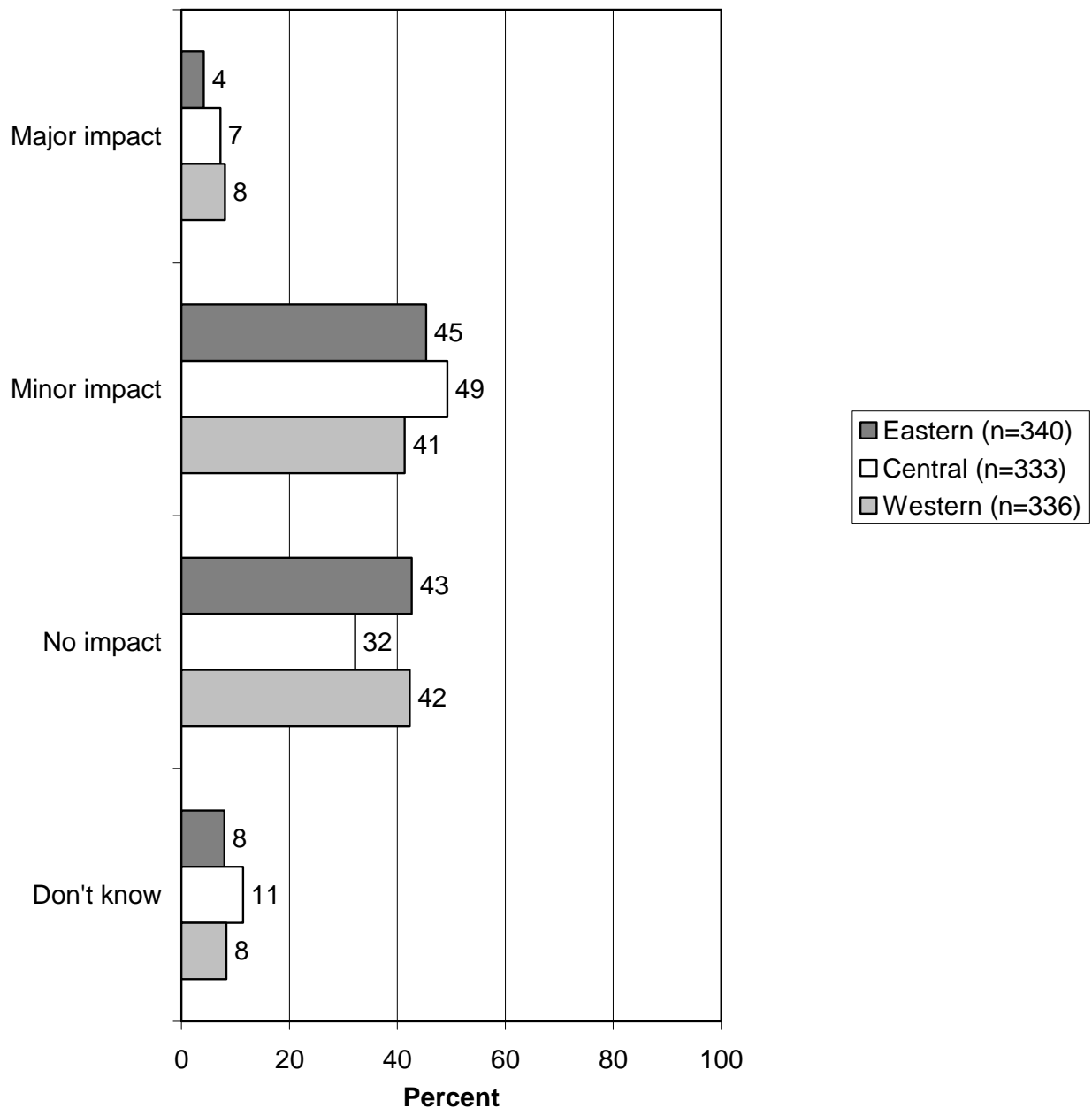
Q541. Would you say you are very concerned, somewhat concerned or not at all concerned about the impact of outdoor recreation on Iowa's natural areas or places?



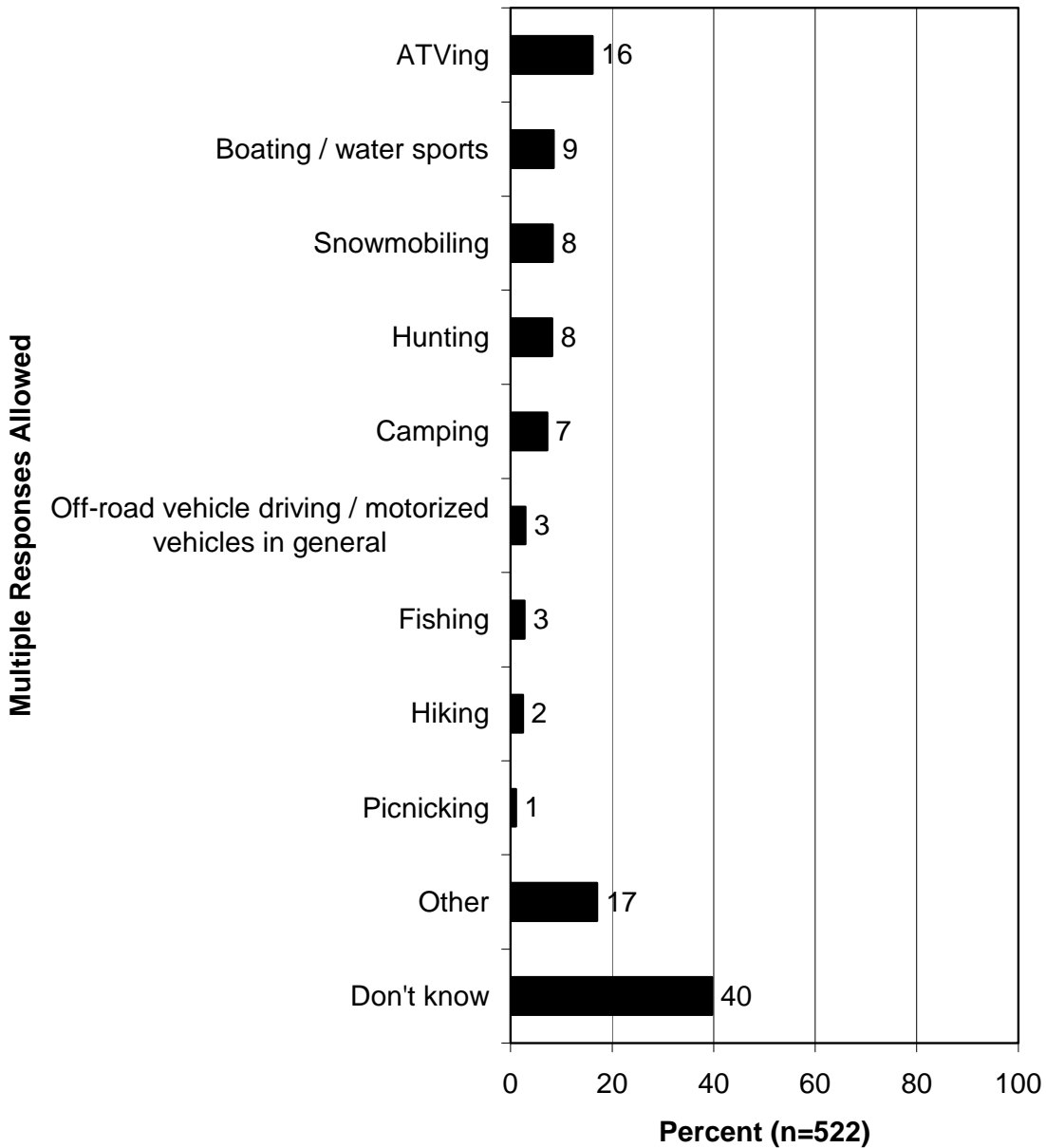
Q539. In general, how much of a negative impact do you feel outdoor recreation has on Iowa's natural areas or places? Would you say it has a major impact, a minor impact, or no impact on Iowa's natural areas or places?



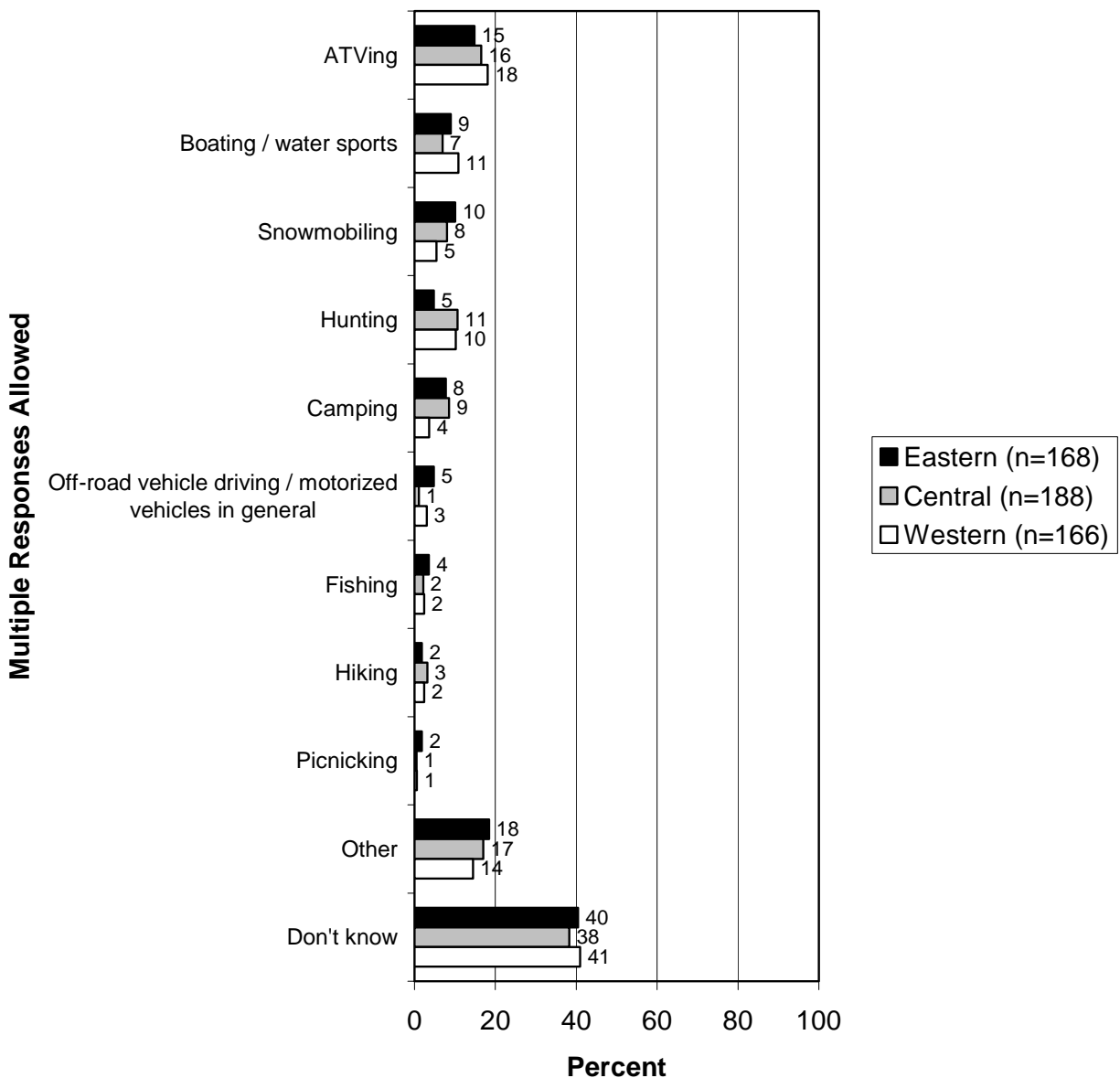
Q539. In general, how much of a negative impact do you feel outdoor recreation has on Iowa's natural areas or places? Would you say it has a major impact, a minor impact, or no impact on Iowa's natural areas or places?



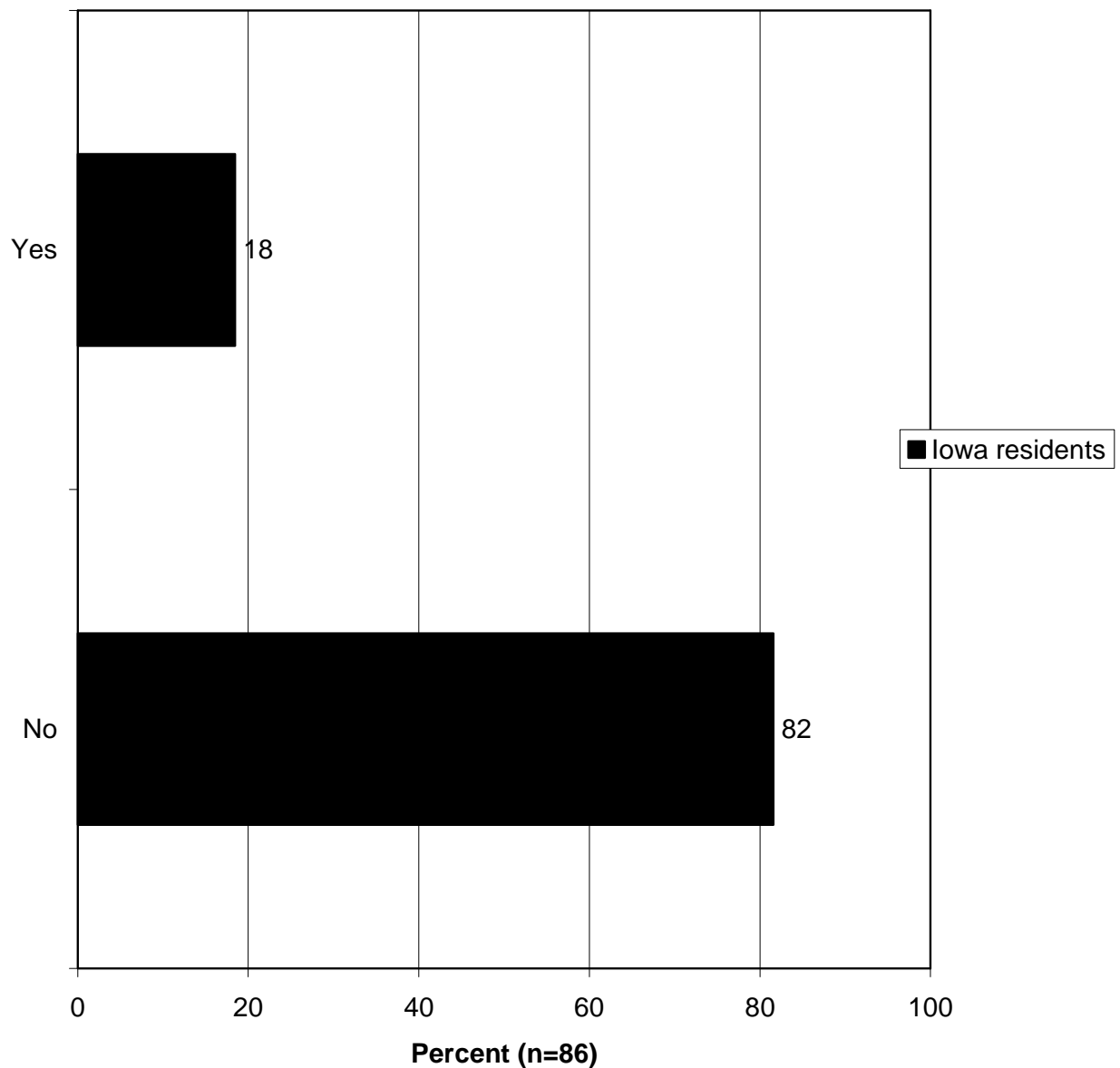
**Q540. What outdoor recreation activities do you feel impact Iowa's natural areas or places most?
(Asked of those who feel outdoor recreation has a negative impact on Iowa's natural areas or places.)**



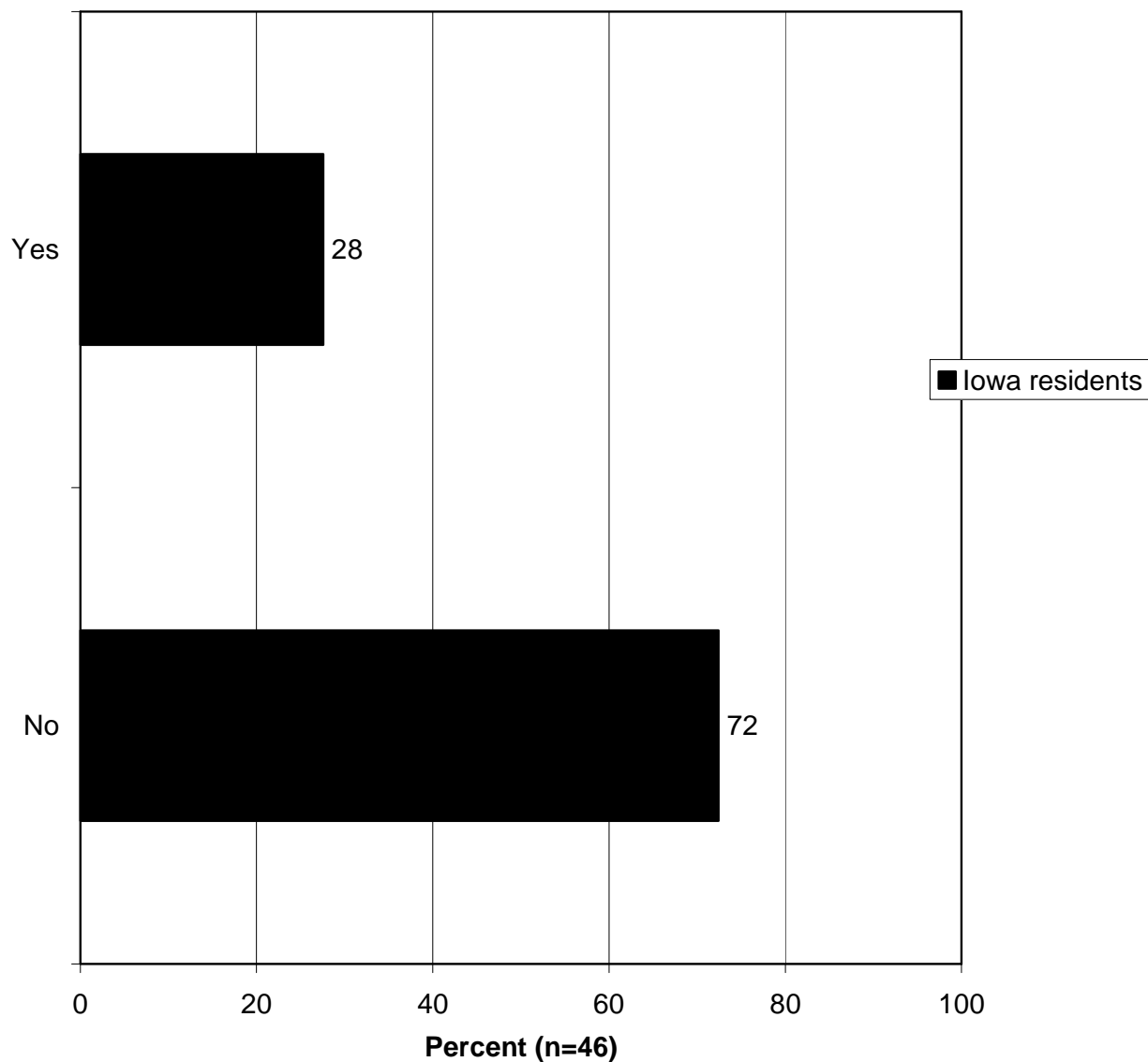
**Q540. What outdoor recreation activities do you feel impact Iowa's natural areas or places most?
(Asked of those who feel outdoor recreation has a negative impact on Iowa's natural areas or places.)**



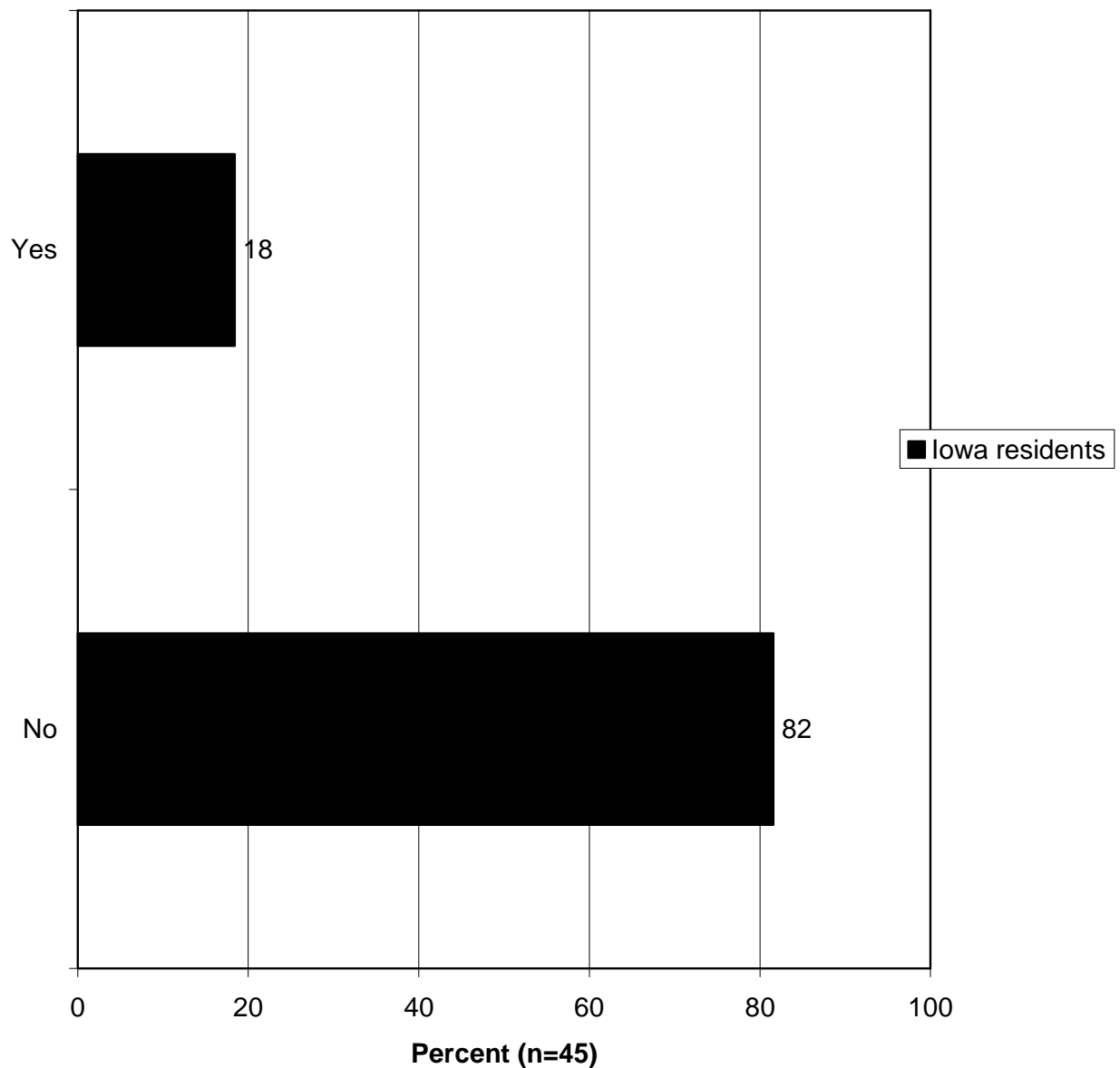
Q20. Have you participated in ATVing in the past 2 years in Iowa? (Among those who named ATVing among activities that most impact Iowa's natural areas or places and who said outdoor recreation activities have a negative impact on Iowa's natural areas.)



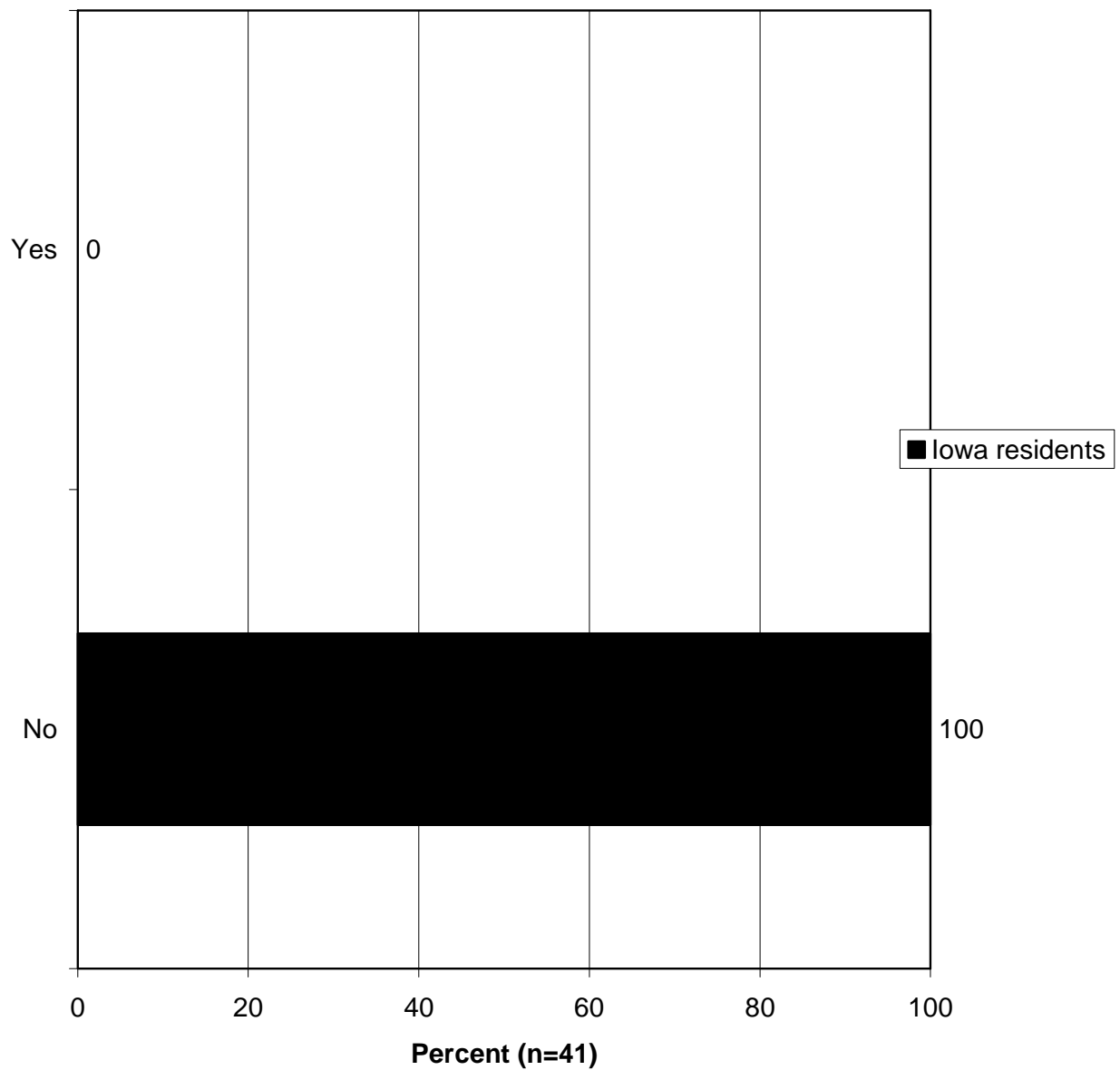
Q173. Have you participated in any type of boating, including canoeing, kayaking, sailboarding, windsurfing, and personal watercraft, in the past 2 years in Iowa? (Among those who named boating or water sports among activities that most impact Iowa's natural areas or places and who said outdoor recreation activities have a negative impact on Iowa's natural areas.)



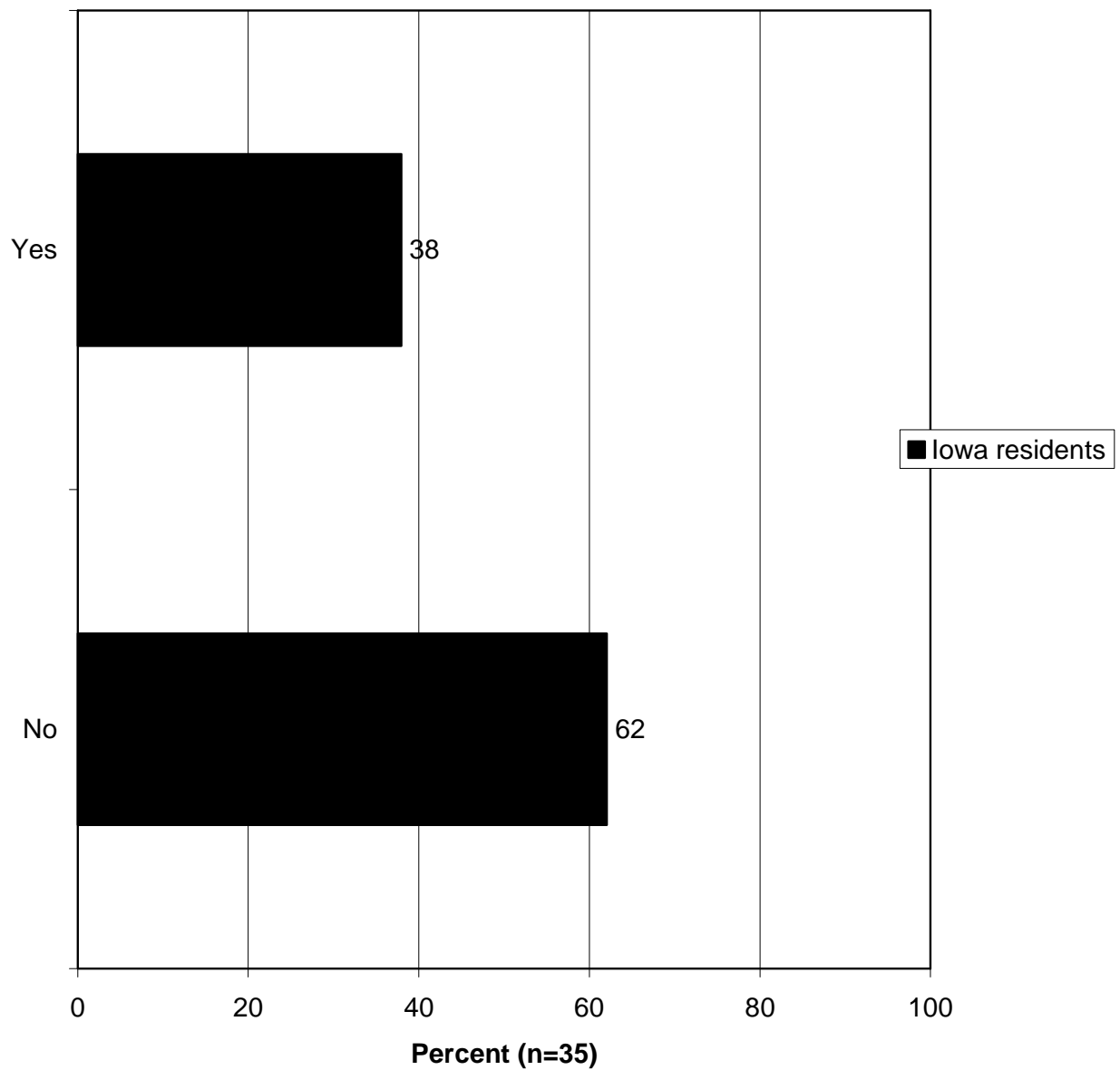
Q17. Have you participated in hunting in the past 2 years in Iowa? (Among those who named hunting among activities that most impact Iowa's natural areas or places and who said outdoor recreation activities have a negative impact on Iowa's natural areas.)



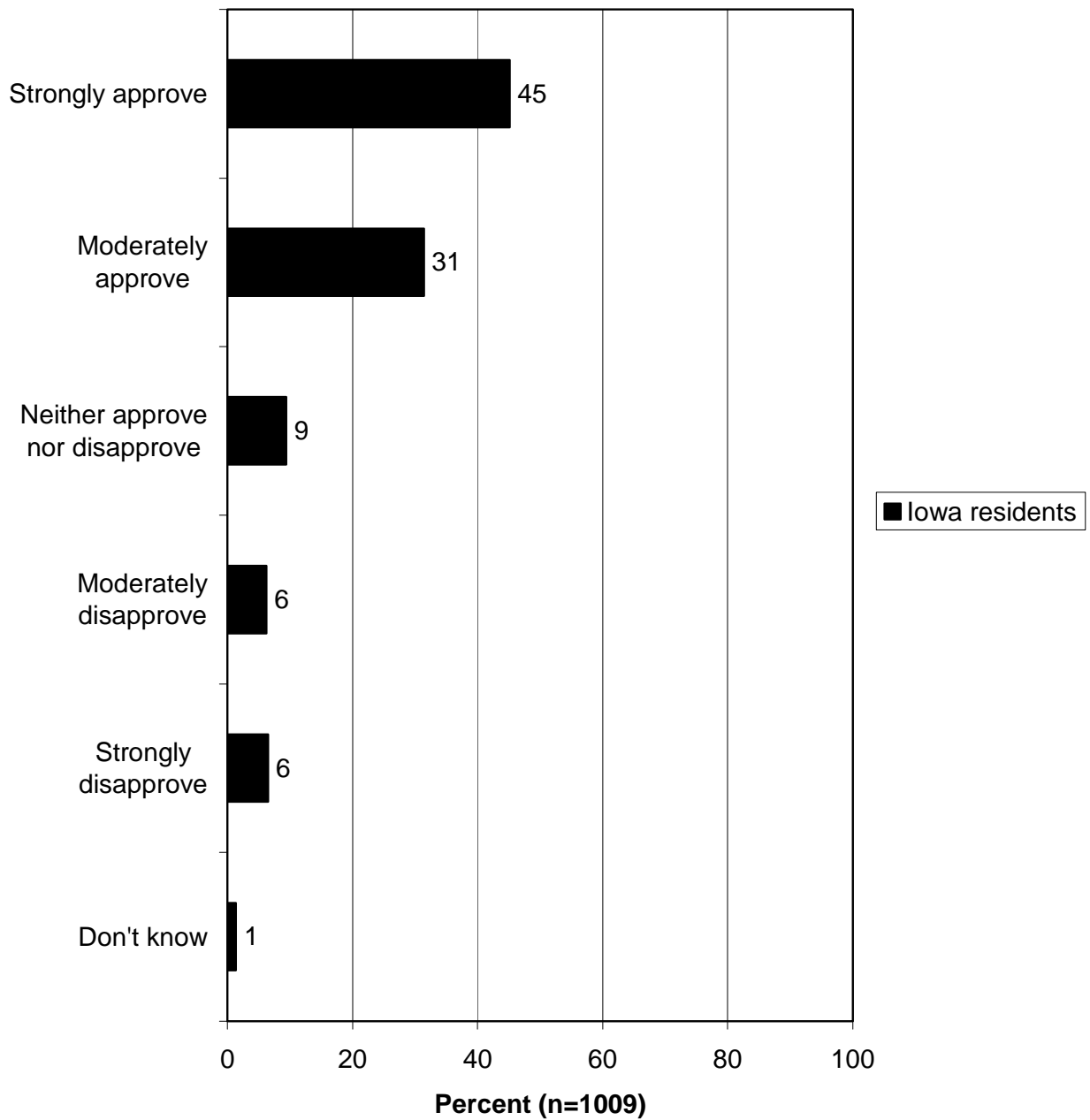
Q17. Have you participated in snowmobiling in the past 2 years in Iowa? (Among those who named snowmobiling among activities that most impact Iowa's natural areas or places and who said outdoor recreation activities have a negative impact on Iowa's natural areas.)



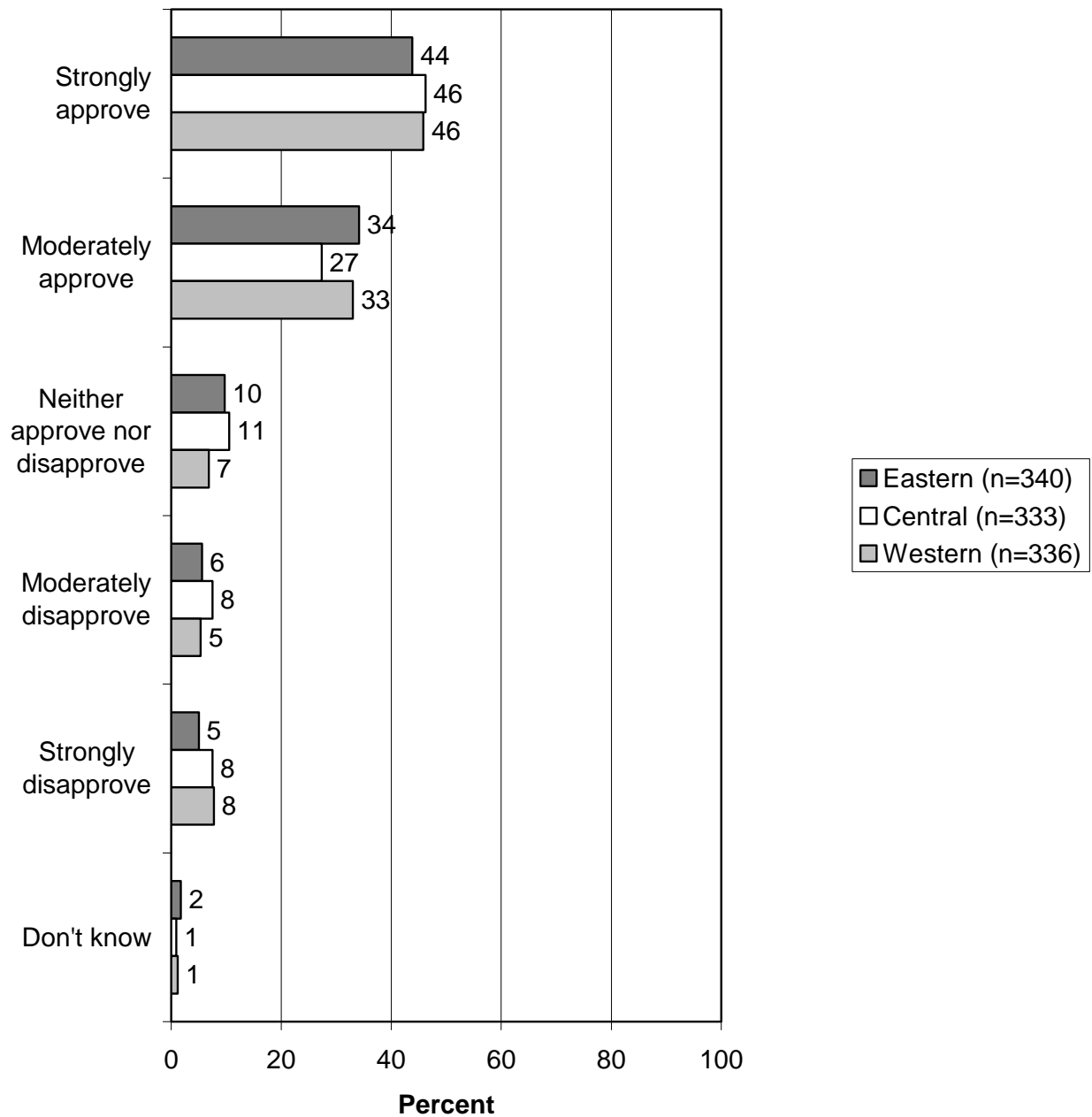
Q151. Have you participated in camping in the past 2 years in Iowa? (Among those who named camping among activities that most impact Iowa's natural areas or places and who said outdoor recreation activities have a negative impact on Iowa's natural areas.)



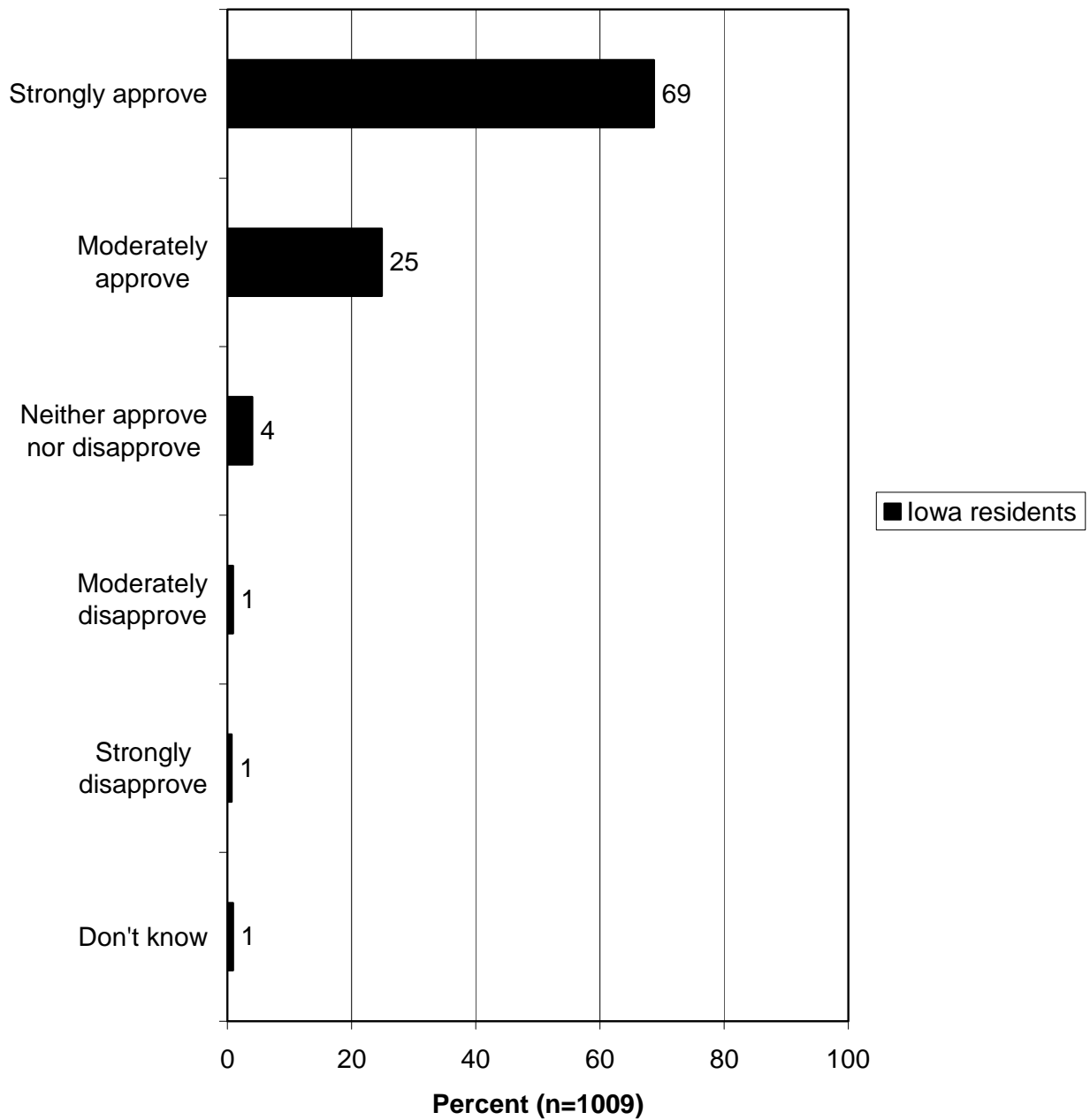
Q558. In general, do you approve or disapprove of hunting?



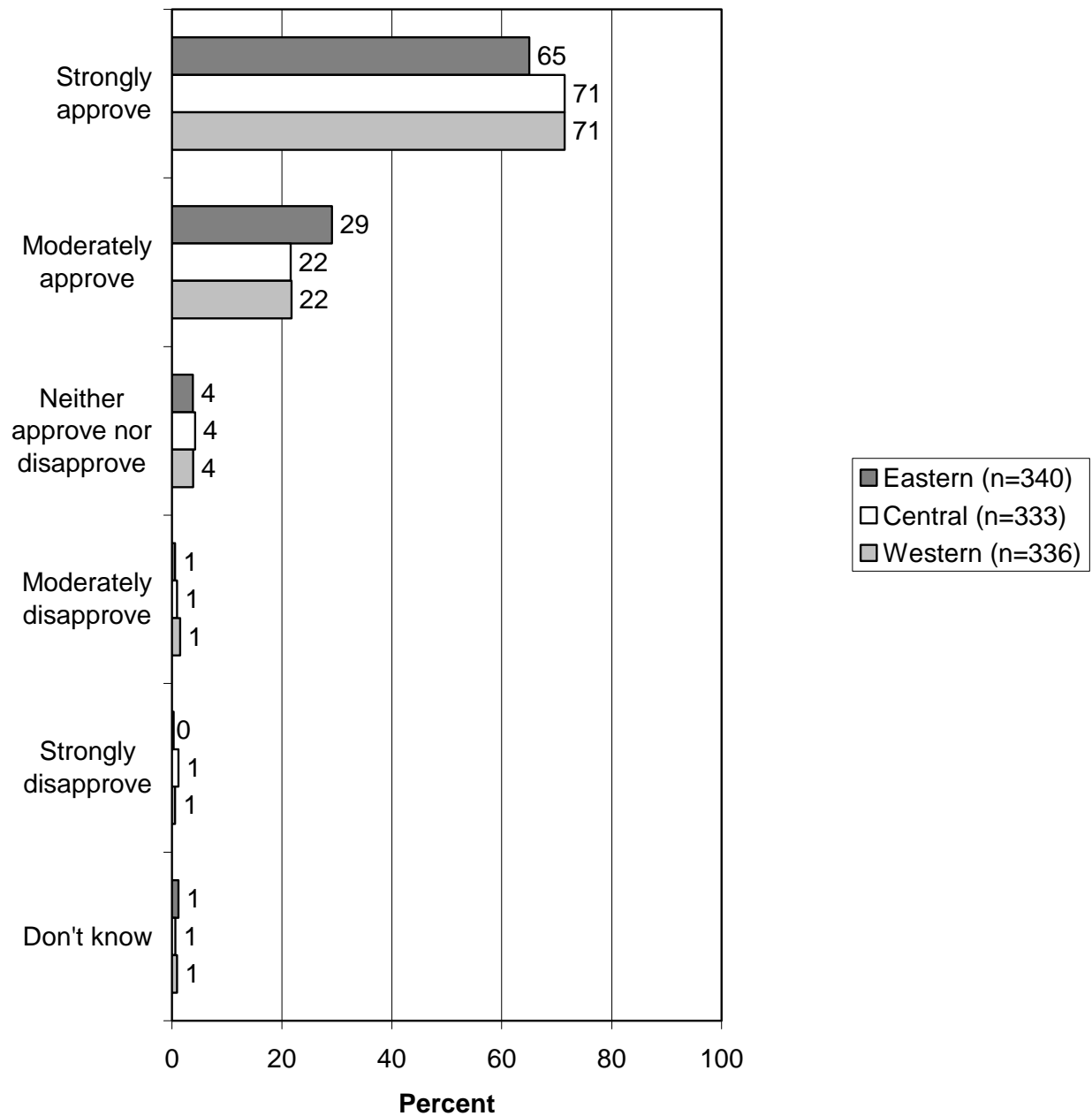
Q558. In general, do you approve or disapprove of hunting?



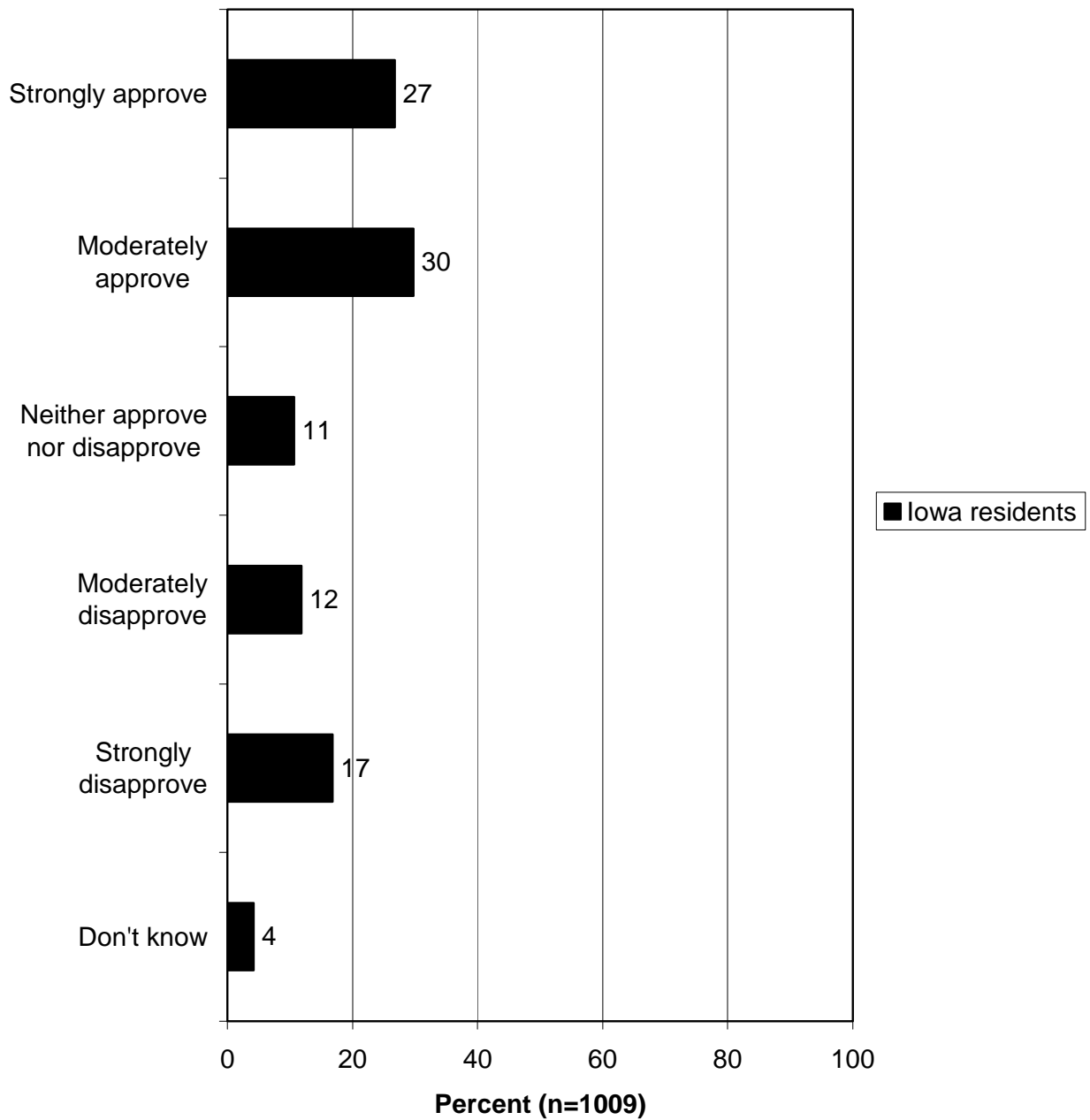
Q559. In general, do you approve or disapprove of recreational fishing?



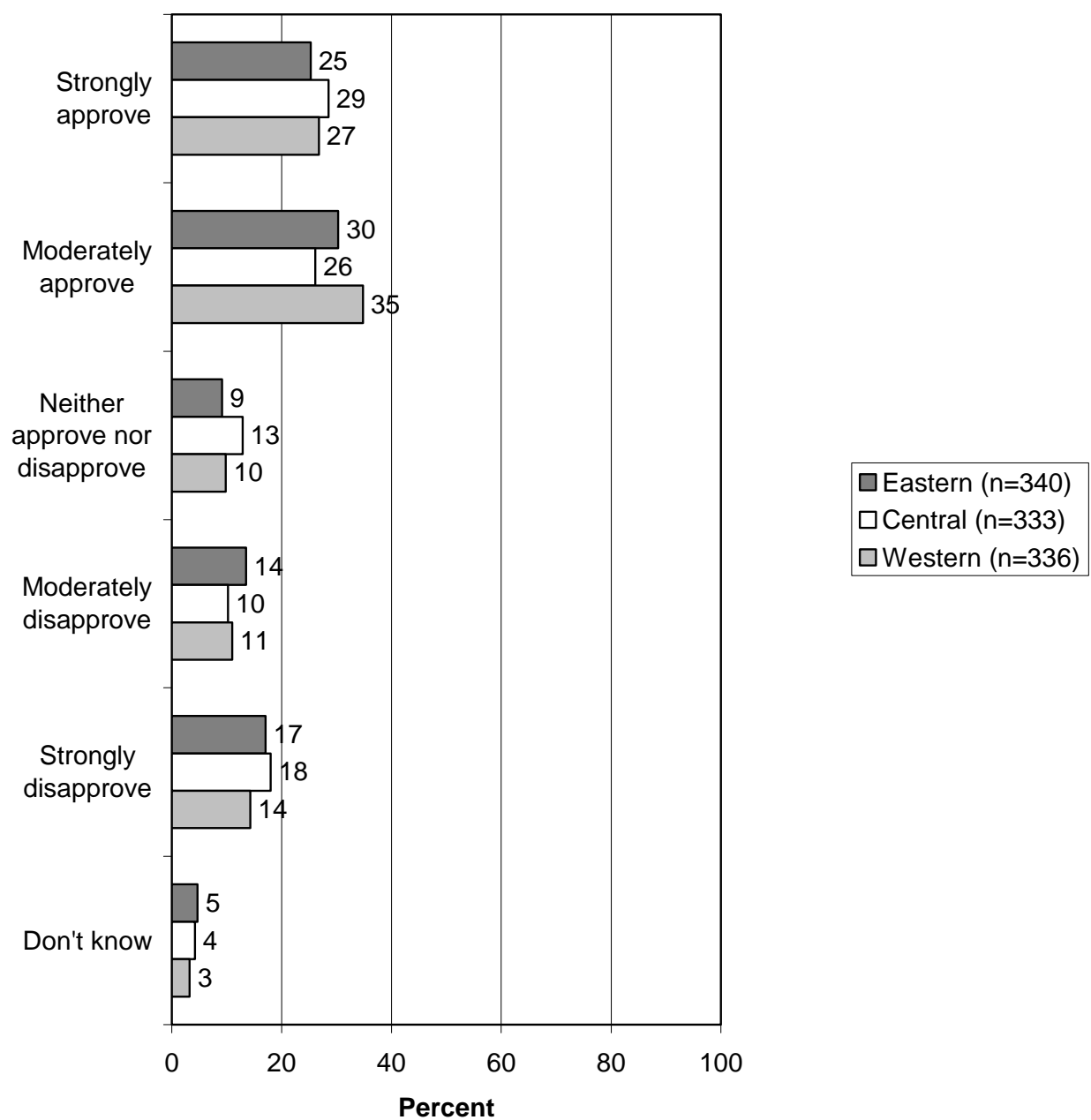
Q559. In general, do you approve or disapprove of recreational fishing?



Q560. In general, do you approve or disapprove of trapping?



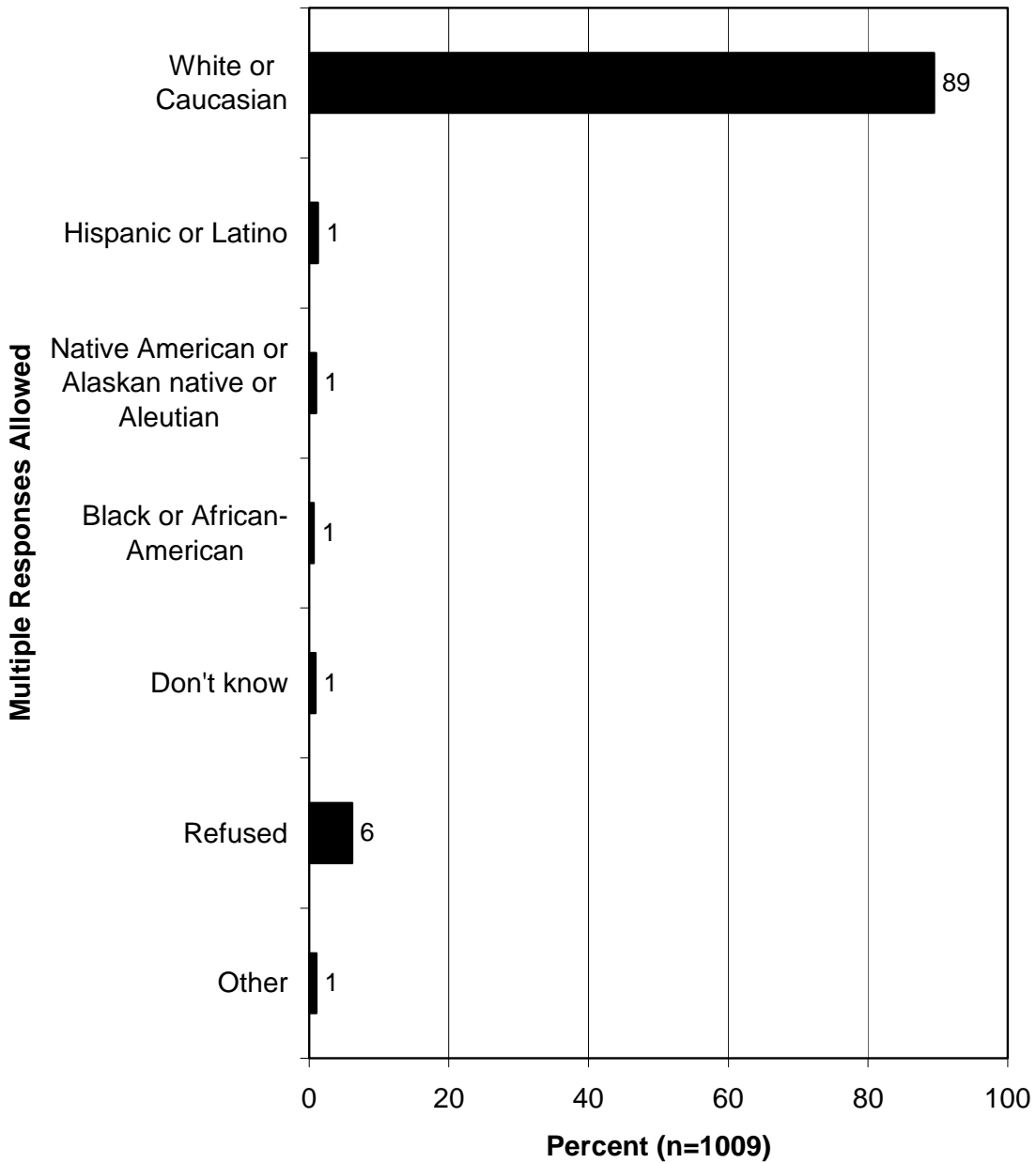
Q560. In general, do you approve or disapprove of trapping?



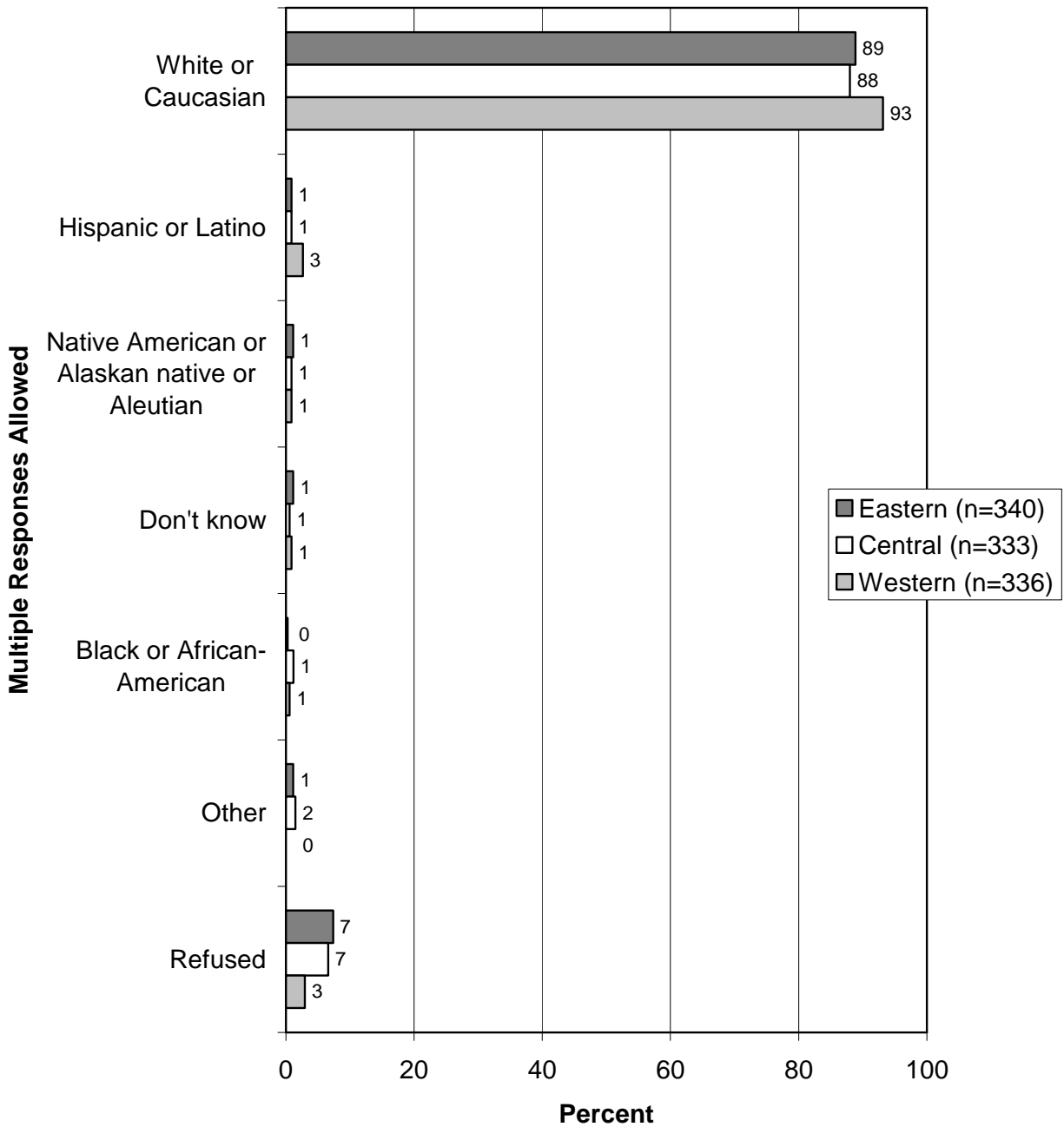
DEMOGRAPHIC CHARACTERISTICS

- Iowa is predominantly white, as shown in the graph. Iowa residents overwhelmingly are *not* of Hispanic origin.
- The sample was 46% male, 54% female.
- Ages of respondents are shown; they are fairly evenly distributed among age categories.
- Just about a third of respondents (30%) had children 17 or younger living in their household. (This graph was previously shown in the section titled, “Children’s Participation in Activities.”)
- The most common household size is two people (39%). A fifth (20%) live by themselves.
- A substantial percentage of Iowa residents (14%) say that their household contains a person with a physical disability.
- Most commonly, Iowa residents consider their place of residence to be a small city or town (42%), followed by those who consider their place to be rural (30%).
- The counties of residence are shown. The leading counties in the sample are Polk (12%), Linn (6%), Scott (6%), and Black Hawk (5%).
- Just more than a third of respondents (36%) have gone no further than high school, with or without a diploma; 58% have attended at least some college classes, while 28% have earned a Bachelor’s or higher degree.
- Household incomes of respondents follow a bell curve, with the peak in the \$40,000 to \$59,999 category.

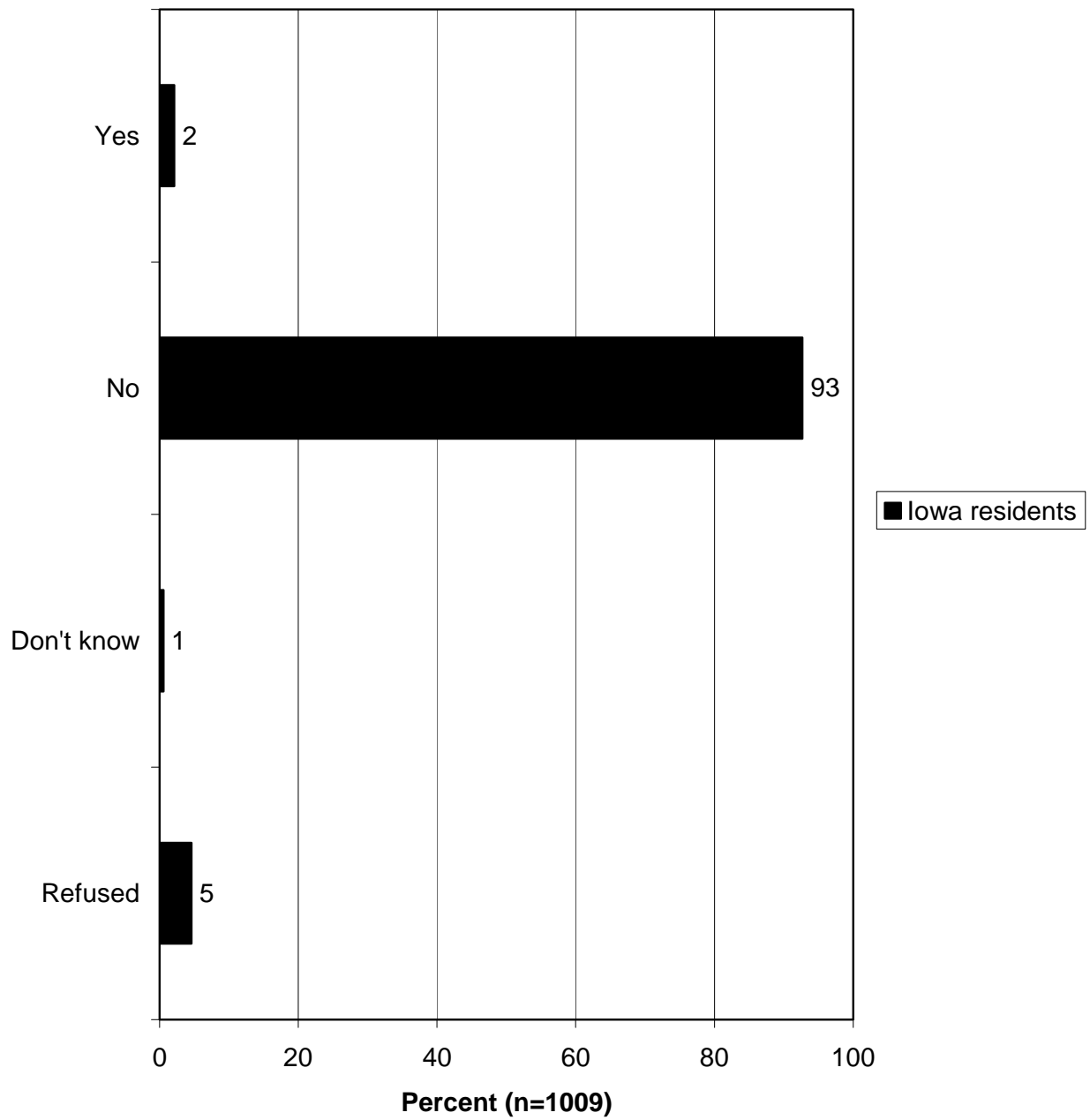
Q571. What races or ethnic background do you consider yourself?



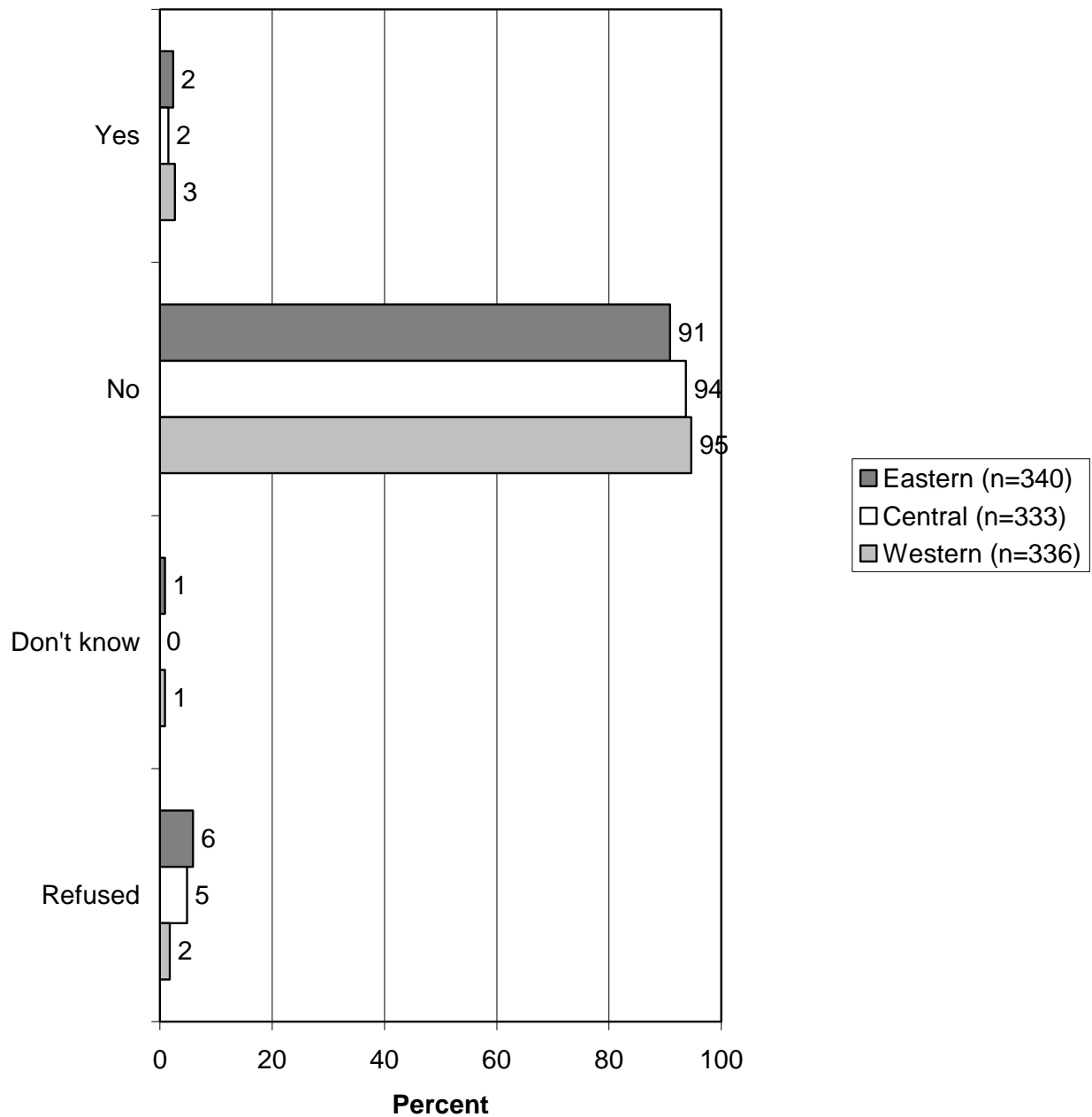
Q571. What races or ethnic background do you consider yourself?



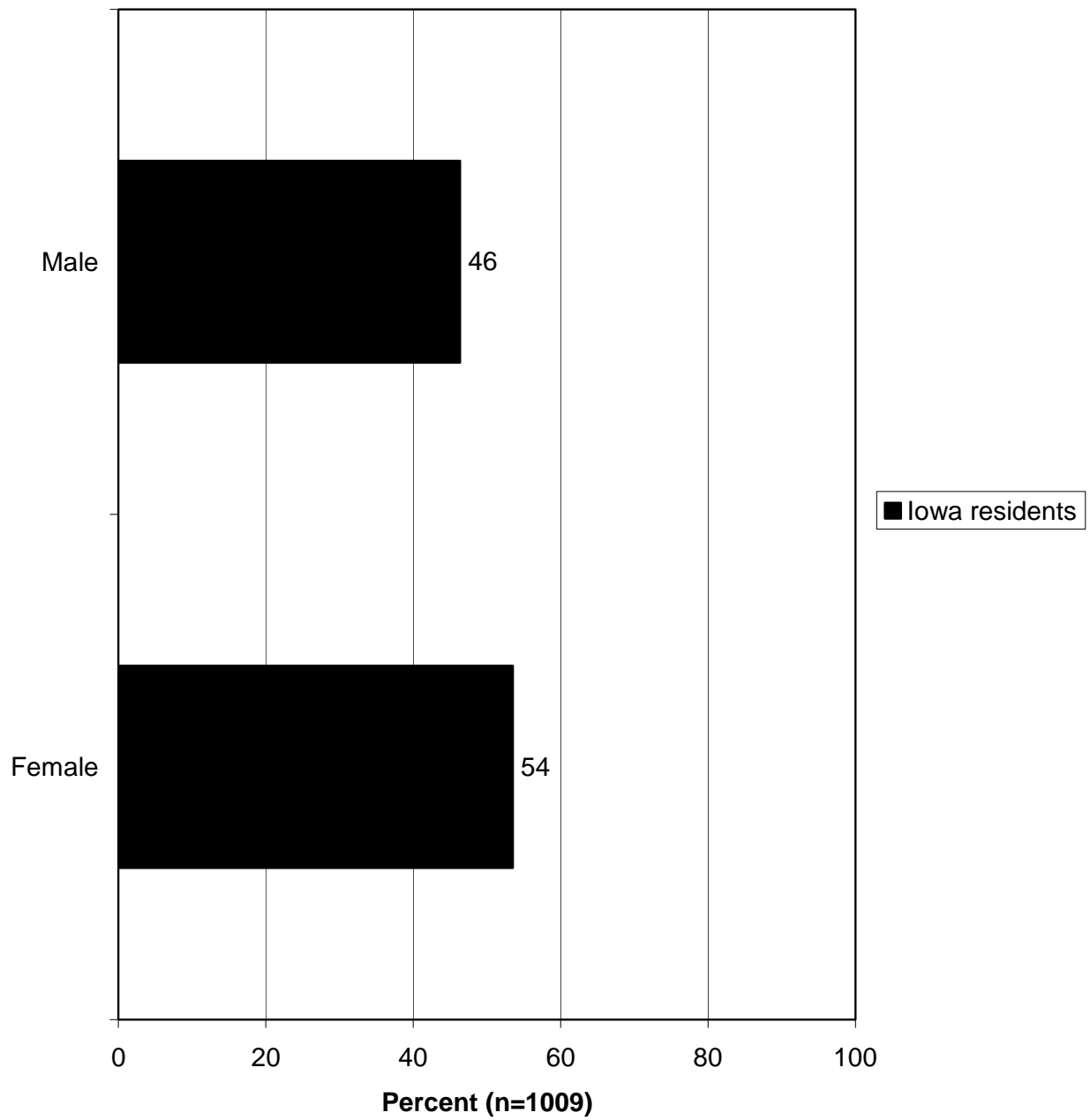
Q569. Do you consider yourself to be of Hispanic or Latino origin?



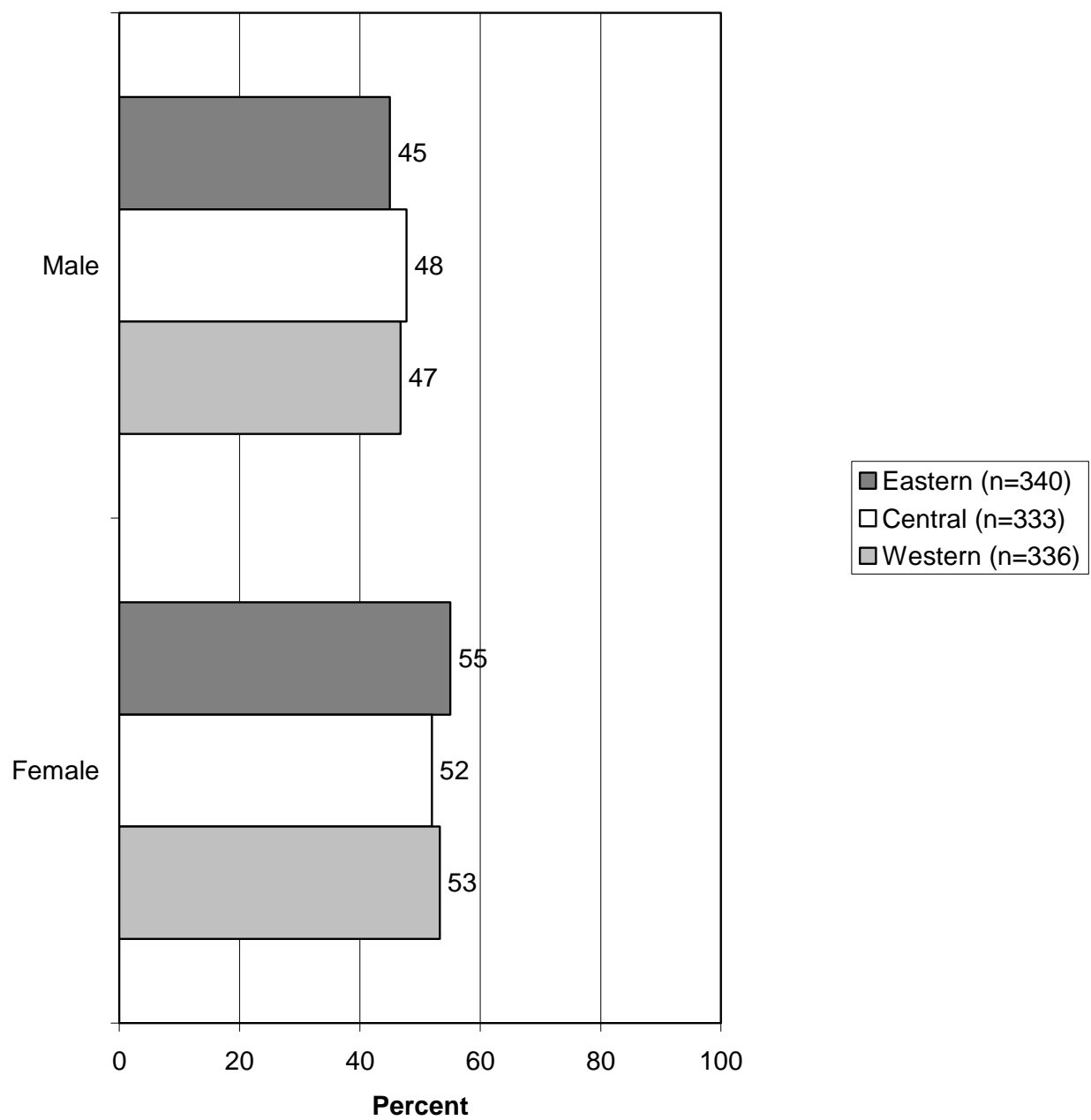
Q569. Do you consider yourself to be of Hispanic or Latino origin?

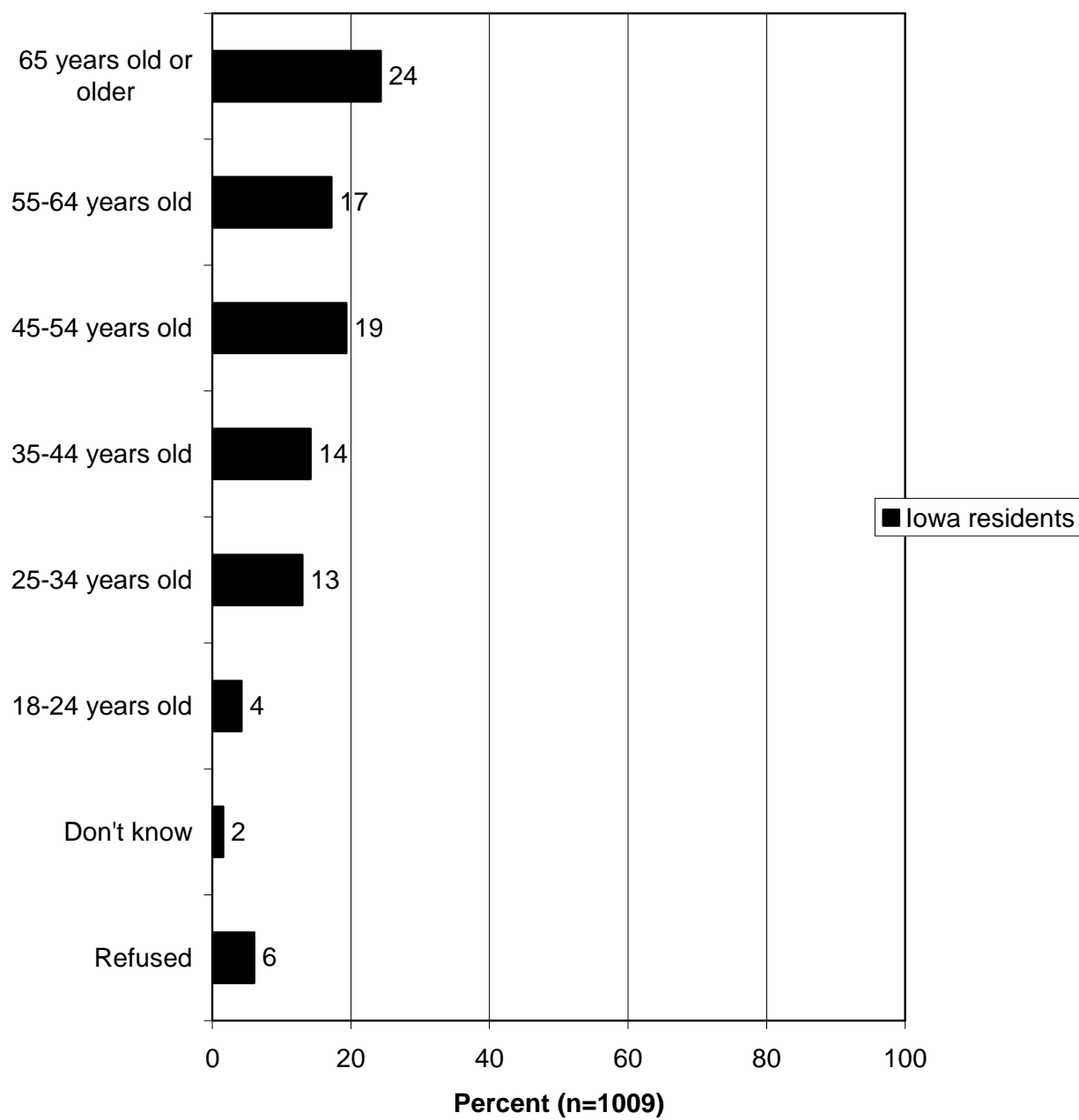


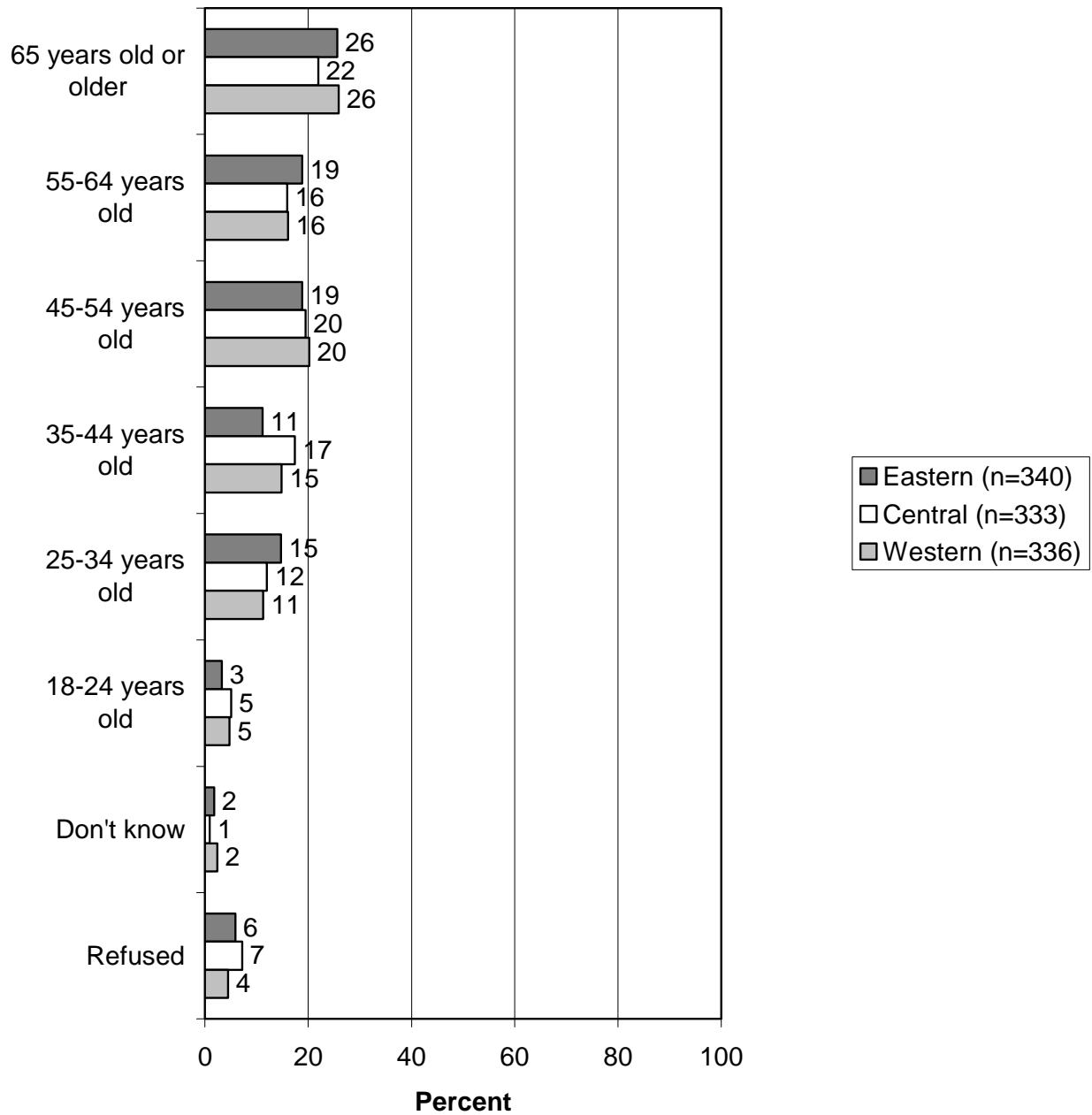
**Q579. Respondent's gender (not asked, but
observed by interviewer)**



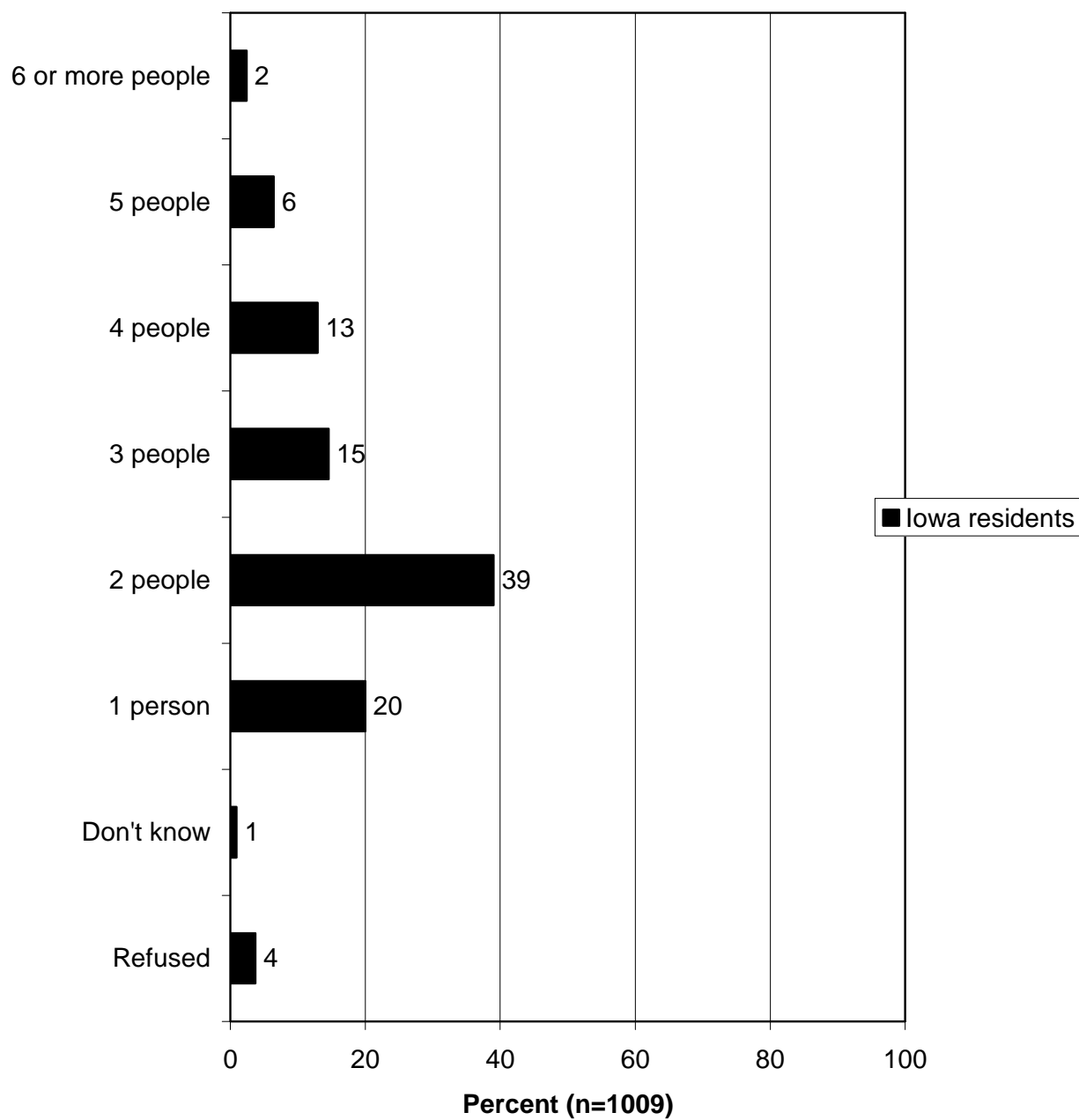
**Q579. Respondent's gender (not asked, but
observed by interviewer)**



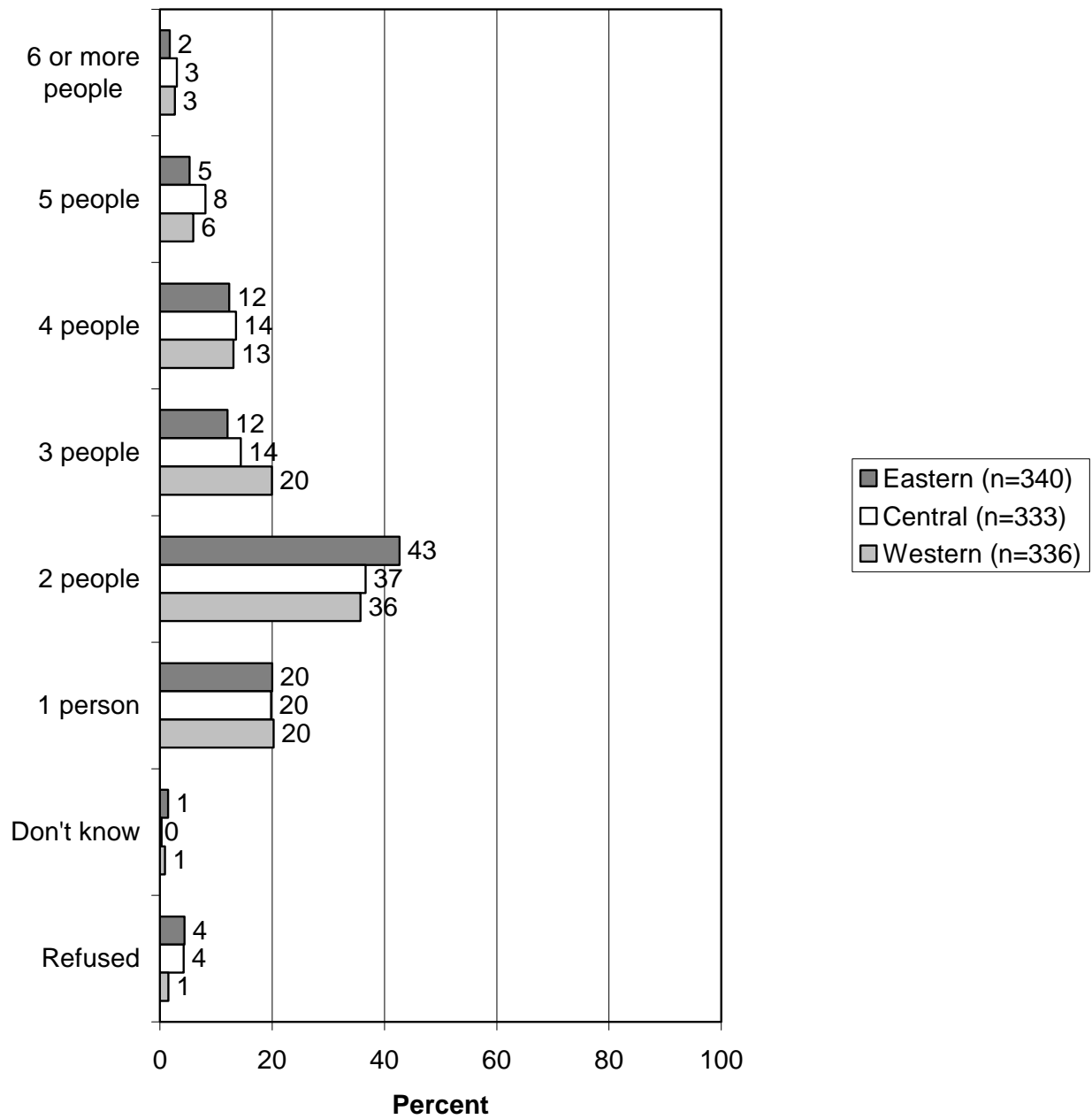
Q575. May I ask your age?

Q575. May I ask your age?

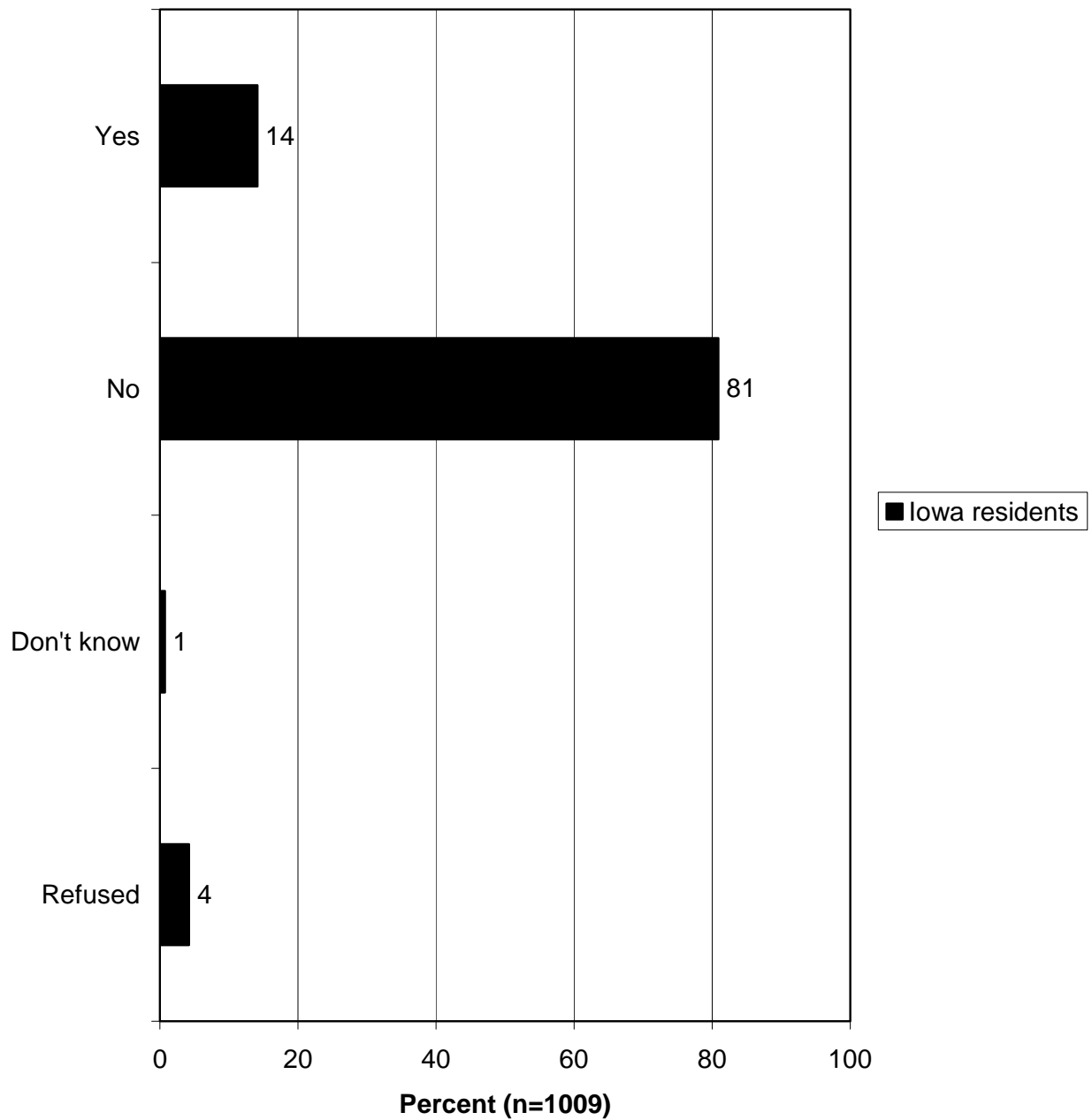
Q567. Including yourself, how many people live in your household?



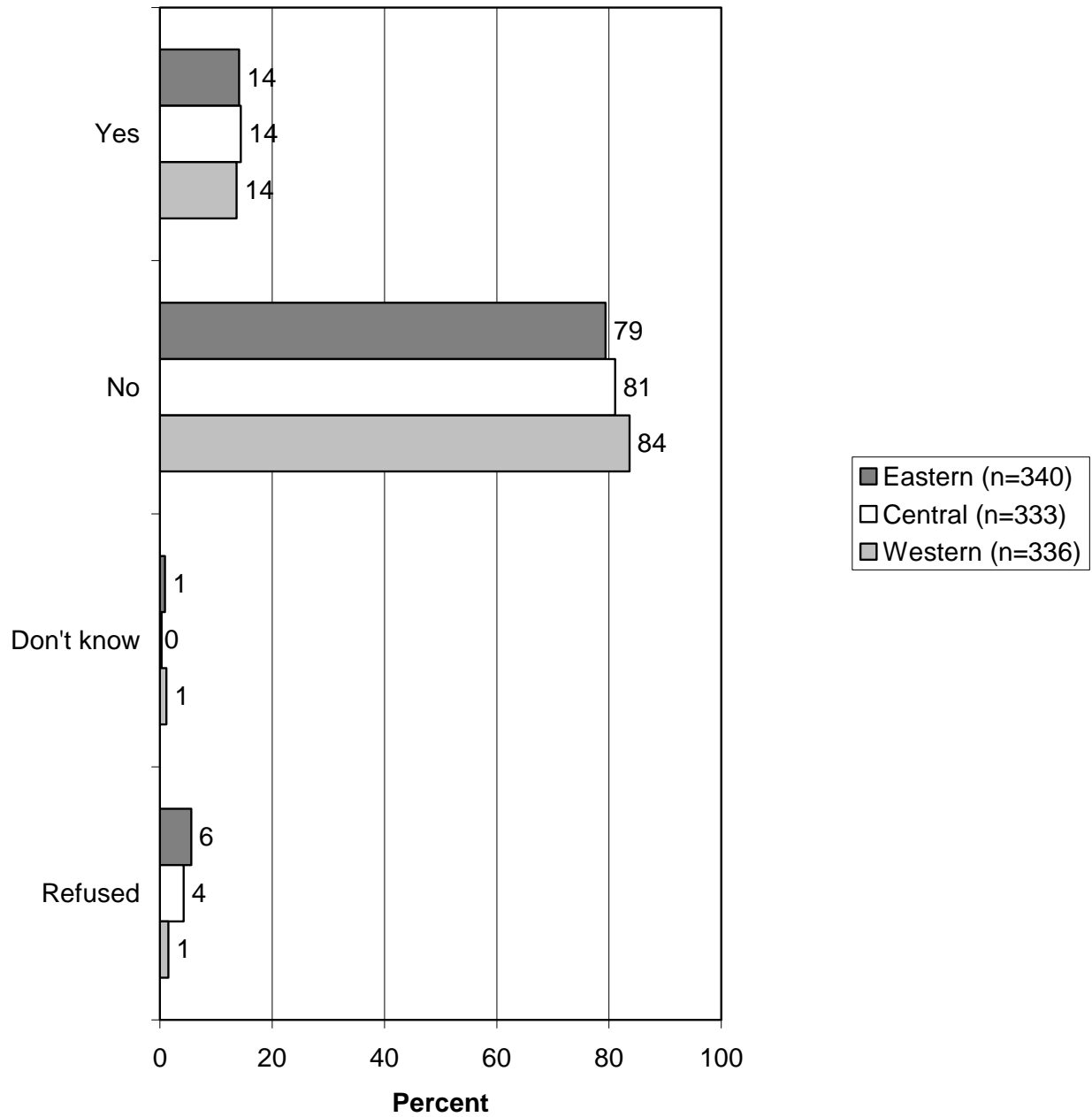
Q567. Including yourself, how many people live in your household?



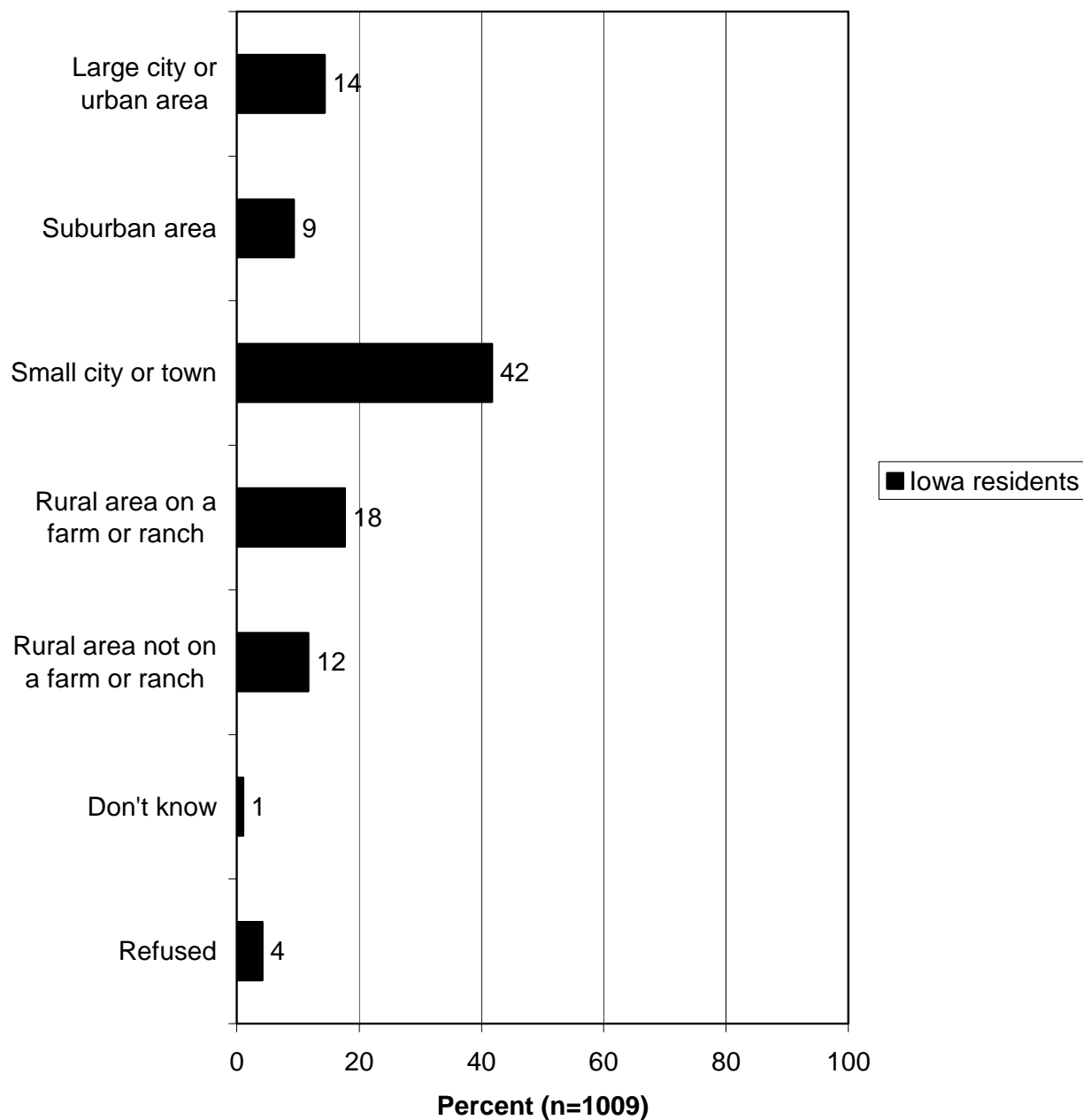
Q568. Does any member of your immediate household have a physical disability?



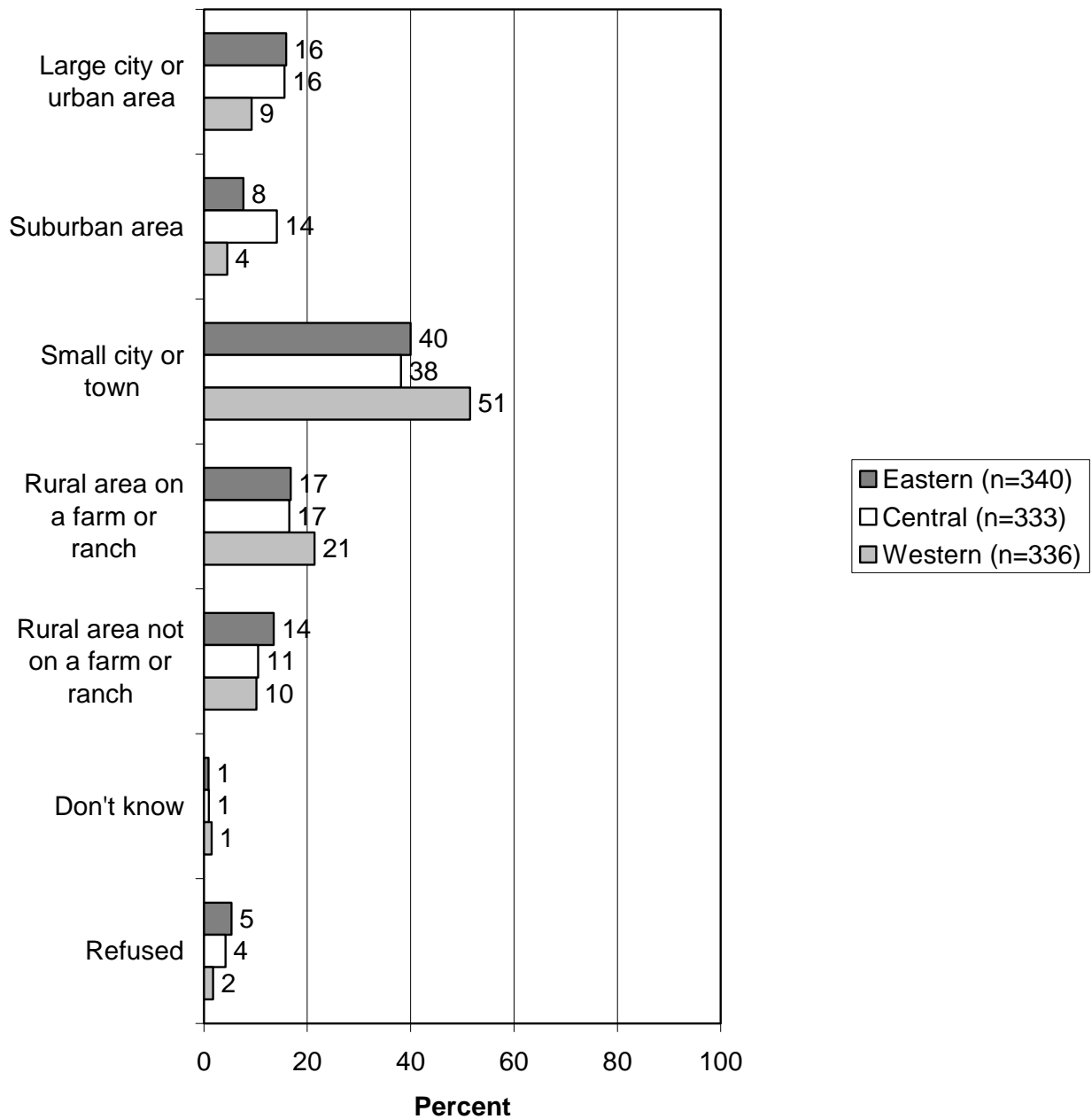
Q568. Does any member of your immediate household have a physical disability?



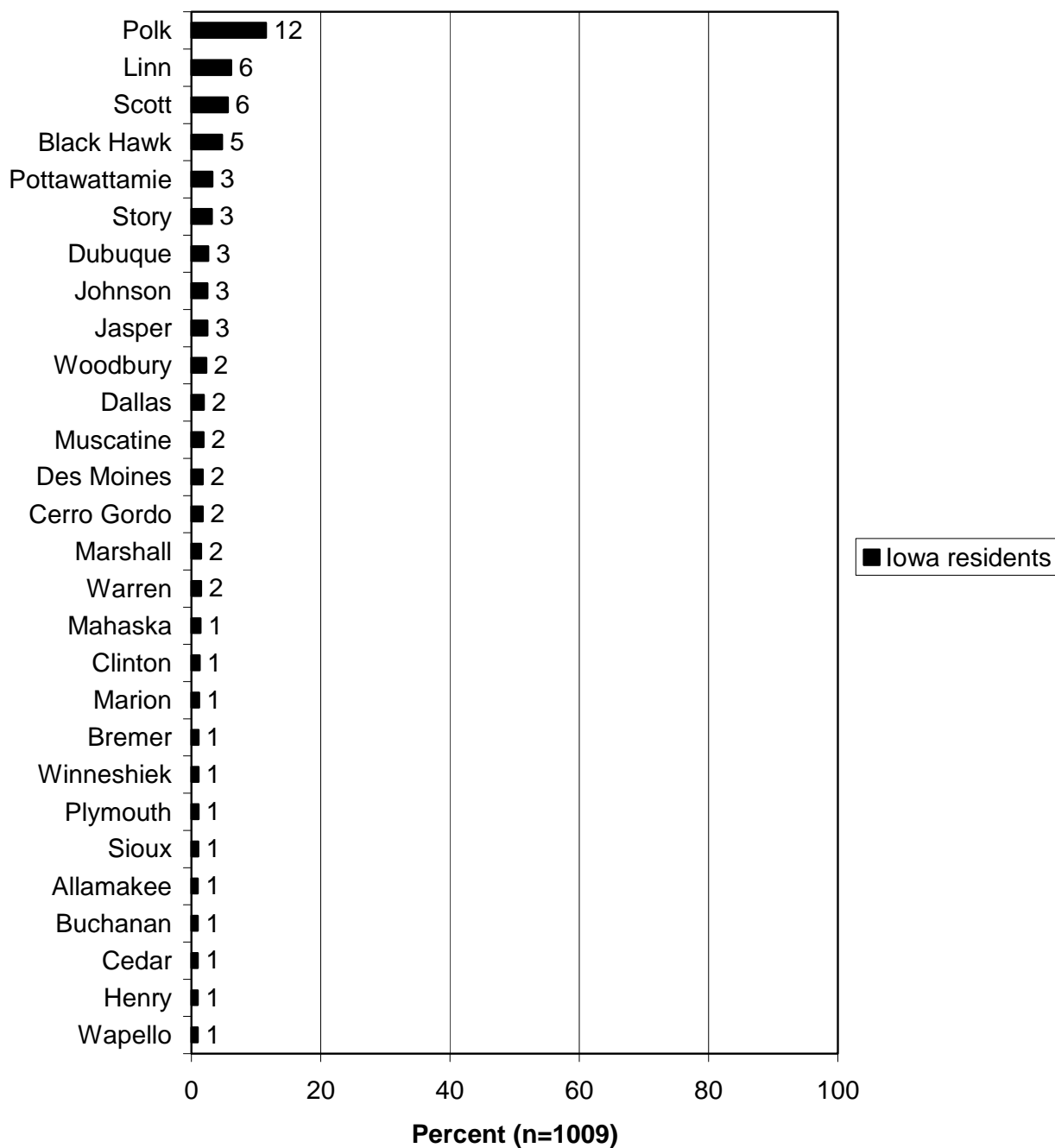
Q566. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?



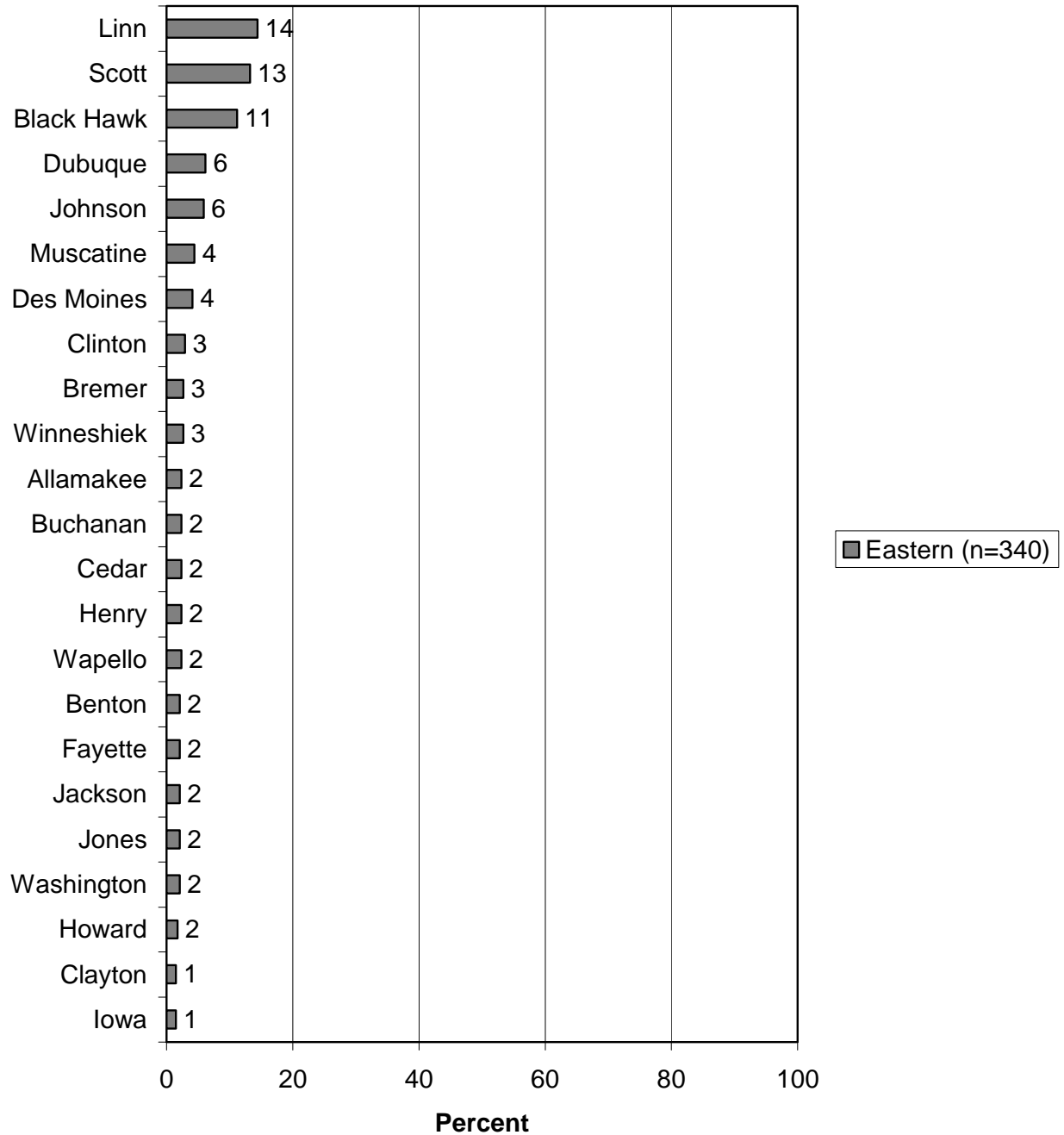
Q566. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?



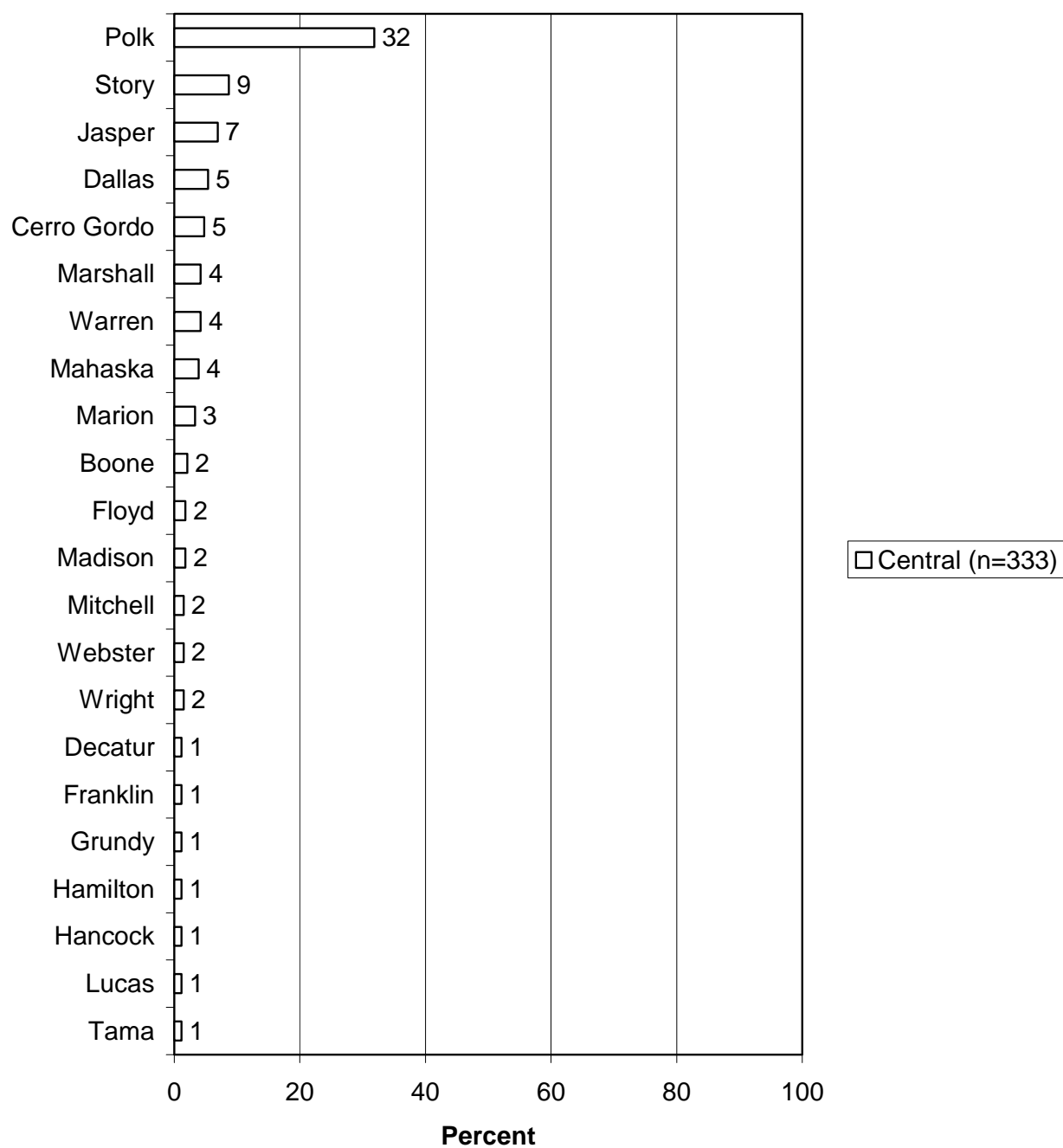
Respondent's county of residence (counties with less than 1% of respondents not shown)



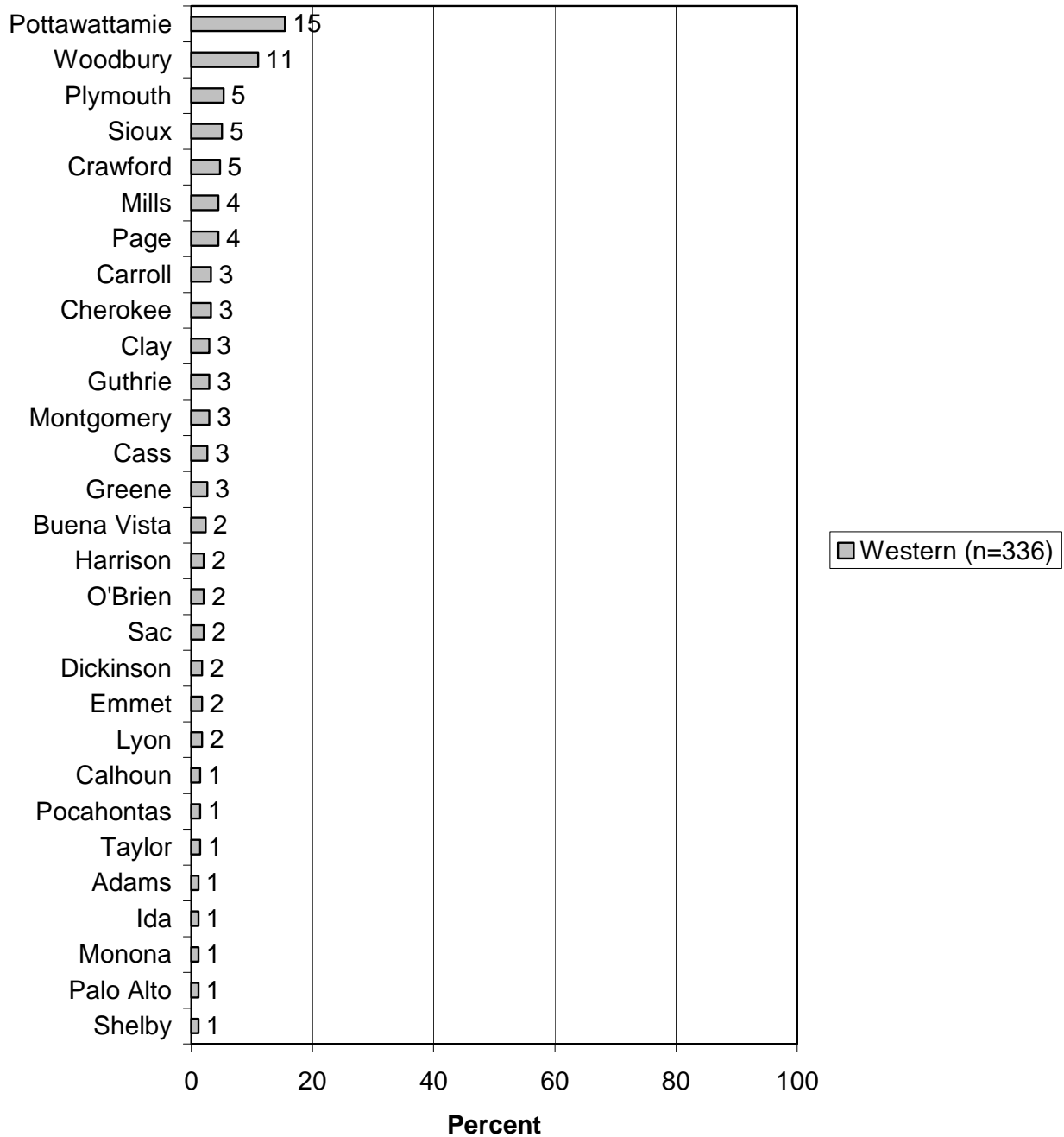
Respondent's county of residence (counties with less than 1% of respondents not shown)



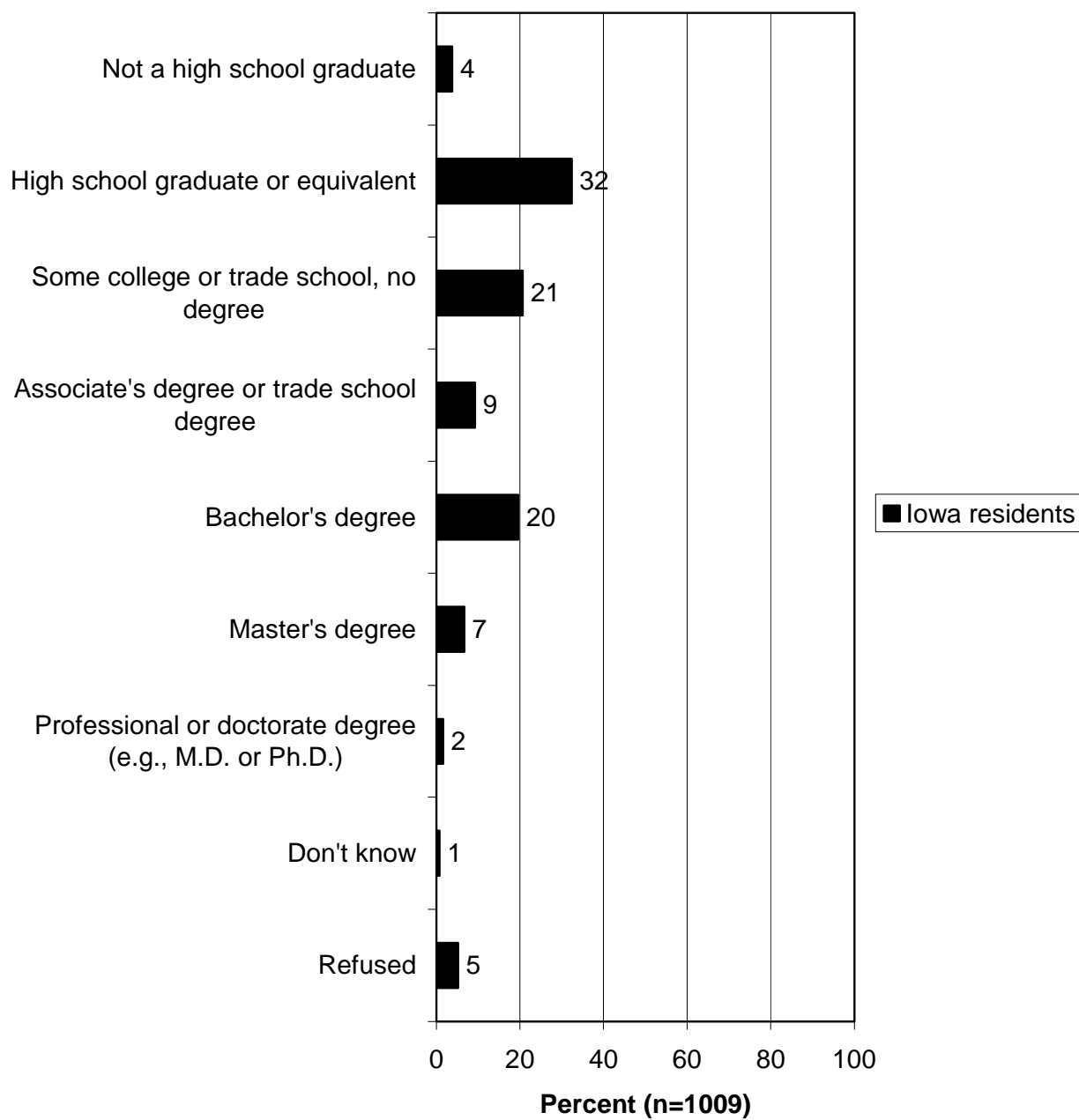
Respondent's county of residence (counties with less than 1% of respondents not shown)



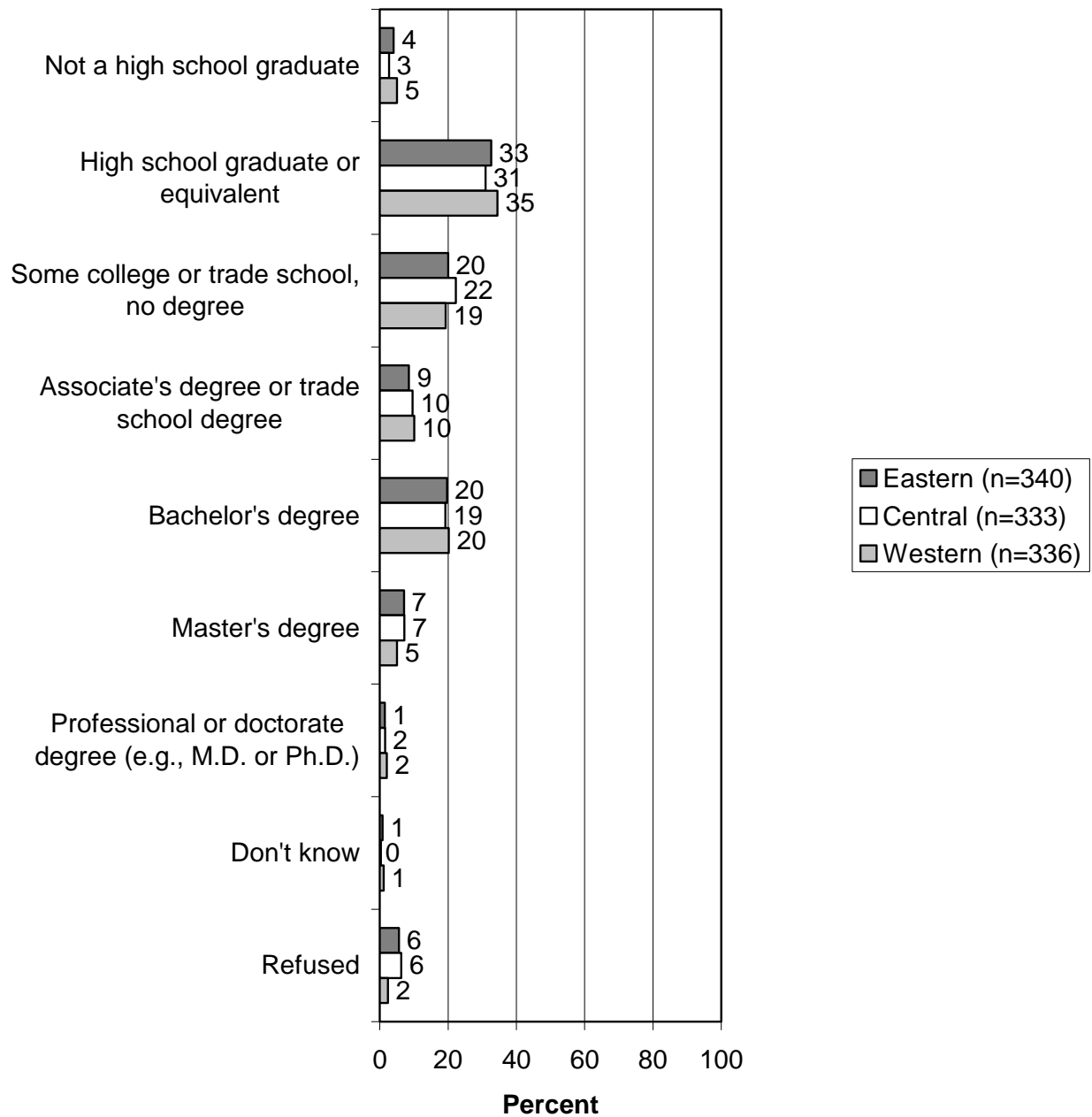
**Respondent's county of residence (counties with
less than 1% of respondents not shown)**



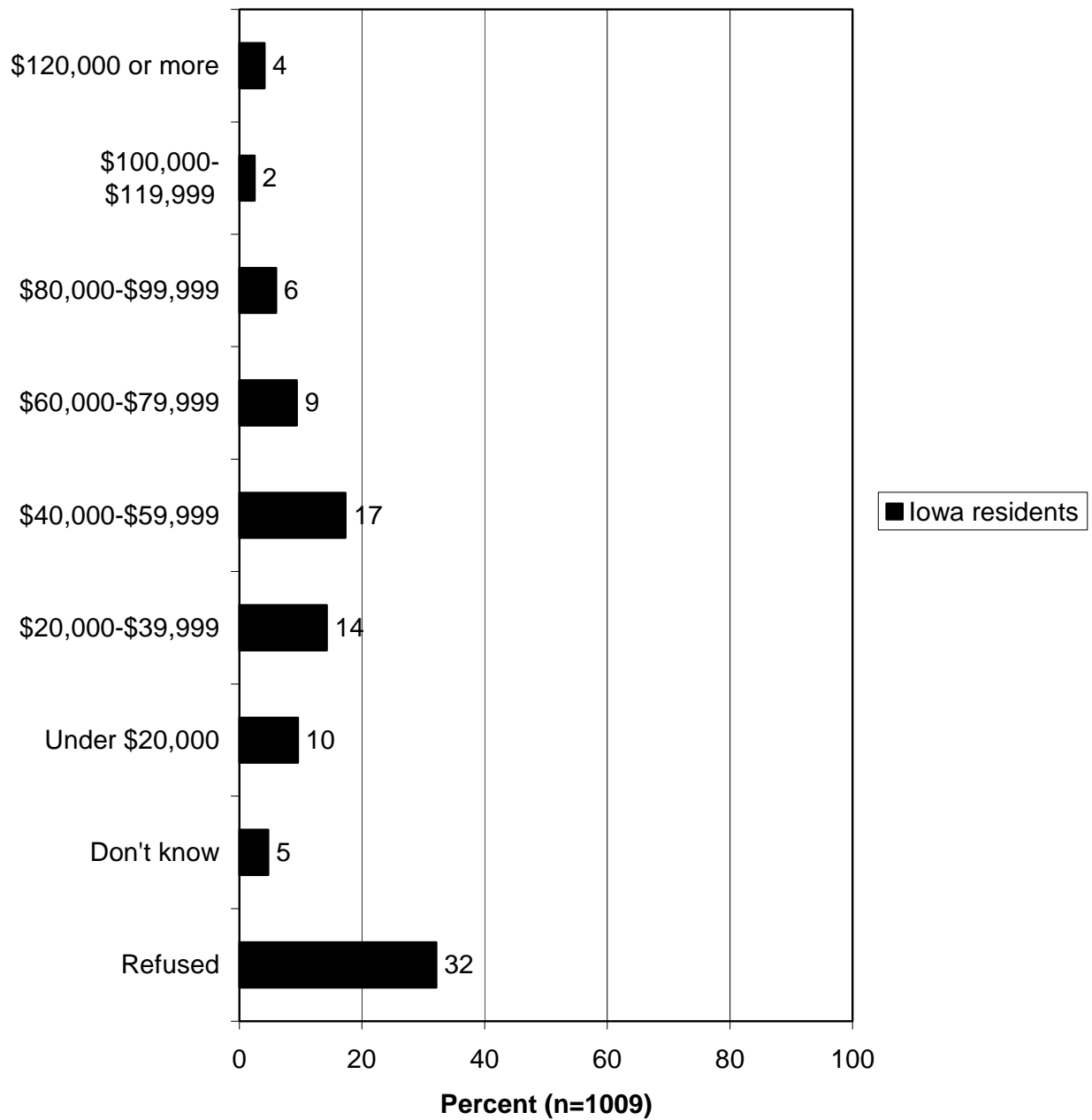
Q573. What is the highest level of education you have completed?



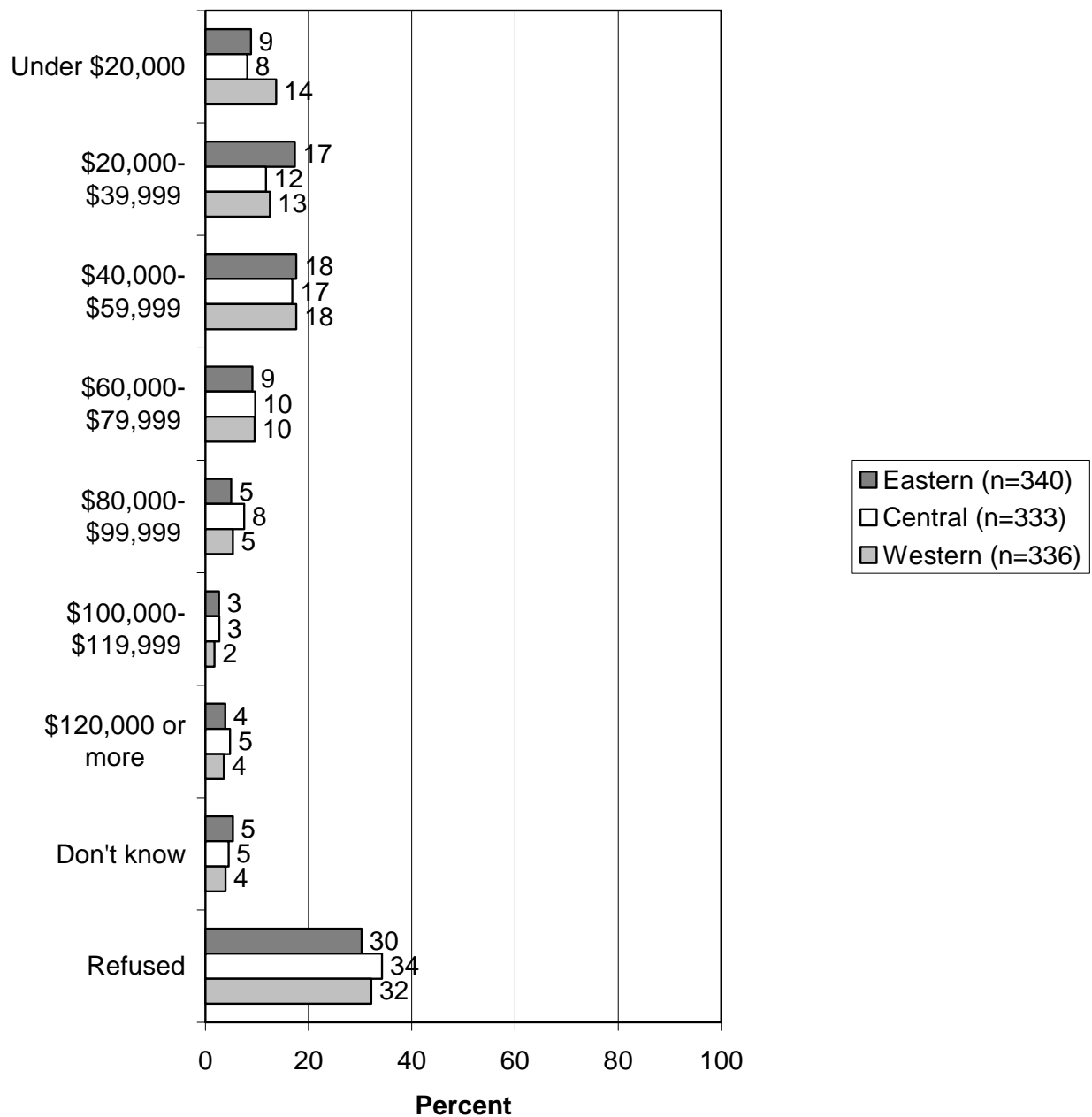
Q573. What is the highest level of education you have completed?



**Q574. Which of these categories best describes
your total household income before taxes last
year?**



**Q574. Which of these categories best describes
your total household income before taxes last
year?**



ADDITIONAL COMMENTS

Iowa needs to publish better and more up-to-date reports on wildlife viewing areas and where to find wildlife.
The reason I'm not concerned about the impact that people have on nature is that people are more important. We need areas for multi-use; we need to max out what is there.
I think the pricing for hunting is way too high.
Mountain lions are a major problem.
Get the farmers to stop polluting water and lands; fine the corporate farmers; clean up the water resources.
We need to be very careful that we make sure that we base environmental information on science, not organizational bias.
Water quality is very poor; there should be less development of agricultural/forested land. Leg-hold trapping needs to be made illegal.
More snowmobile trails; more CRP programs in the area. Also, more deer hunting licenses given out; longer shotgun season.
I would like to see more magazines available about hunting and fishing.
There need to be more bike trails in town.
High-power deer season is bad/horrible—it's slaughtering. They released otters; now, no fish in rivers. The otters are killing fish.
I'd like to see parks more accessible in Iowa.
I live near Carter Lake: it needs higher levels! It is dangerous to boaters. It has high toxic algae levels; housing prices are decreasing.
Need more facilities for music/festivals. There are too many restaurants and condominiums here. We need cat shows here, please.
There's pollution in the rivers and lakes that has to be addressed first. Nitrates, topsoil are issues. They are enlarging farms and removing trees.
Concentrate on acquisition. Iowa has a very low amount of public land. Get land and then decide what to do with it.
I think outdoor recreation is fine, and in our area the only negative thing is 4-wheelers thinking they own the country.
I heard that some group had saved up about a million bucks to make more ATV trails and to maintain state parks, but then I don't know what happened.
I think we need more money spent on natural resources in Iowa.
Development should use poor agricultural ground; there should be laws protecting the most productive ground.
I would like to have a biking/walking path in and around my town.
I am very concerned about lake areas that I can't drive around. Need more access to natural areas and lakes. Good for seniors.
Boating is an untapped resource in Iowa; everyone goes to Nebraska.
On the fair board, I wrote to governor for help with the small town fair.
State of Iowa needs to do something about deer population—too many people dying as a result of accidents. Give hunters opportunities.
We need more recreational lakes.
Add more ATV access areas.

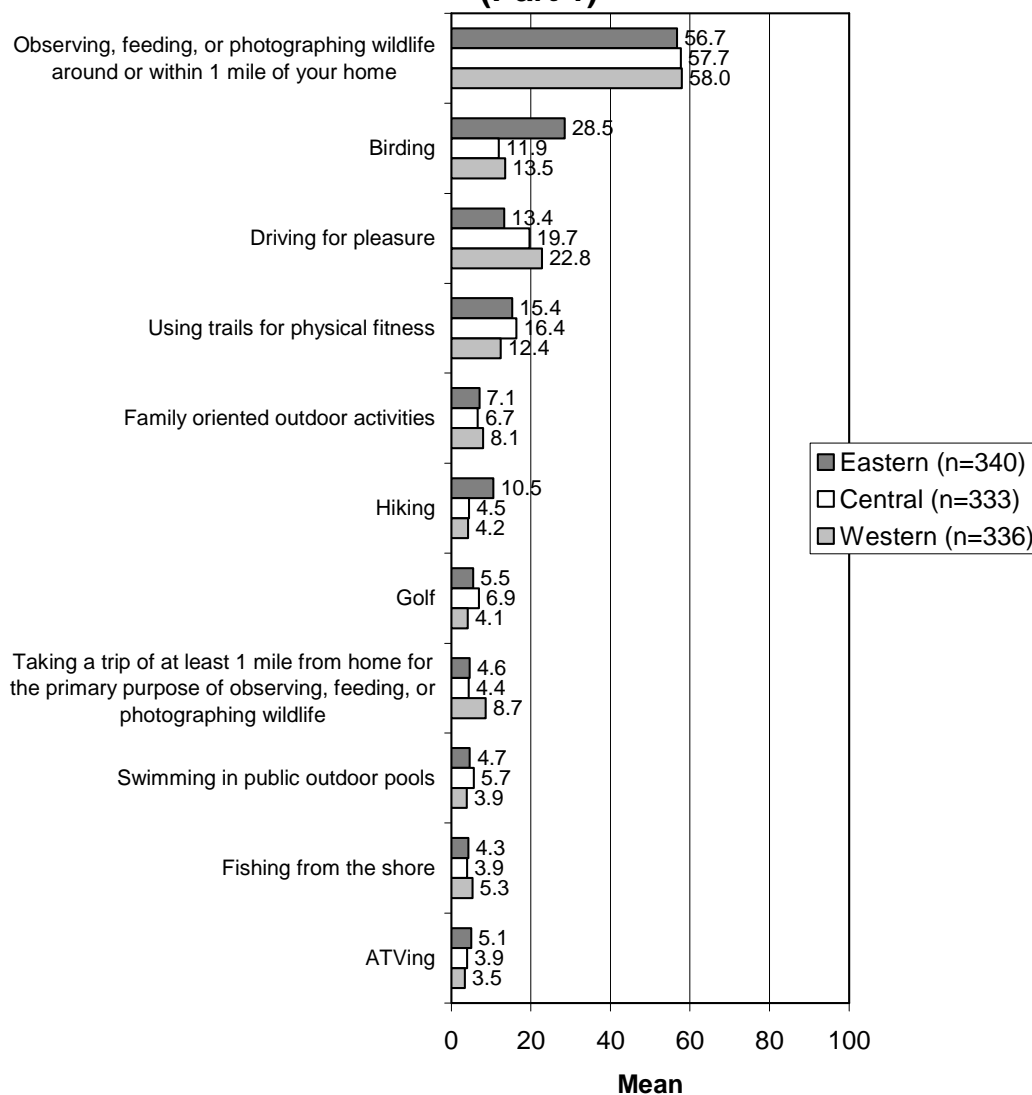
I think the DNR has too much power; they should not be enforcing administrative rulings that aren't passed by the legislature.
Please do something about water quality in Iowa—specifically algae/cesspool-like fishing areas.
Black Hawk Lake had a lifeguard who didn't do any first aid; my child had to get stitches, which discouraged me from going.
I love the area; I just wish I could get out more.
We need a way of trying to make the natural areas more safe from development.
DNR regulations: put restrictions on bucks to increase antler spread, increase public hunting access.
Thinks it's a really good idea to have these surveys to find out what people like/dislike or would like to have in the area.
We are using too much land for other things, which is taking away the farm land.
The state is not doing enough to protect land; seems to be bound to destroy it.
More parks and playgrounds please.
The kids need to get out.
Really enjoy outdoors. Let people know about activities more.
Under this administration, if they continue to open up more forests to the public and urban sprawl, we'll be in trouble.
There are too many deer; need more hunting for deer.
DNR has too much authority, they don't need any more land. Leave all that's left for farming. Don't take any more taxes.
Update the parks.
Others are becoming more aware of outdoors; development should not be taking good agricultural land.
ATV license fees should go to trails.
It's hard to find electrical outlets/campsites on the weekends without a reservation.
National Mountain Biking Association can help with starting clubs; club members can help with service.
A man-made lake on the Little Sioux River would be a great addition to the NW corner of Iowa.
Keep up the good work!
I am happy watching TV, like to plant flowers (enjoyed outdoors in past, loved to be outside).
Need better management and planning of land use. Water quality depends on it.
Mow the weeds on trails.
I appreciate fact that DNR protects resources and believe in being responsible when harvesting. Field trails are needed in western Iowa.
I think the dunes are getting overpopulated. I think we need clearer rules and regulations and advertisement.
Spend more time with family orientation outdoors; society is getting away from a family focus.
We need more places to use ATVs; don't acquire new land for recreation if we can't access it, if the public can't access it.
I think there is too much snowmobiling in the area.
Whenever I can, I go out and hunt and fish, but I work all the time.

Enlarge camping facilities, make more available to Iowa residents.
Road cycling and adding bike lanes to new roads is vital.
I'd like to see the DNR have stronger regulations—regulating large hog confinements. I'd like local control of the zoning.
Deer population too high.
Make those ATV guys follow the rules.
I am concerned about the marsh in east Ames; I'm concerned that the mall is going to encroach upon the marsh.
Lake Mattawa has degraded terribly, and I complained via e-mail, and no one did anything about it. It is full of algae and pollution.
Stop rural housing development.
I don't think the Department of Natural Resources should take away from people farming and making a living, but some things needs to be done about development.
Pesticides give me headaches when I'm outdoors.
The biggest problem with Iowa is availability and access for recreation. Hunting is going downhill very quick.
Use some farm land for recreational use!
There should be hawk confinement.
I think Iowa is doing well at providing recreational activities.
You can shoot some more coyotes if you want.
Keep up the trail maintenance and system.
Trap shooting and skeet shooting—I do with clubs, not the state.
More scenic roadside parks/trails for pleasure drivers—including elderly and handicapped.
I think world pollution is an issue, as well as urban sprawl and water quality.
I wish they had better lakes and ponds for fishing. They should not charge retired people for fishing licenses.

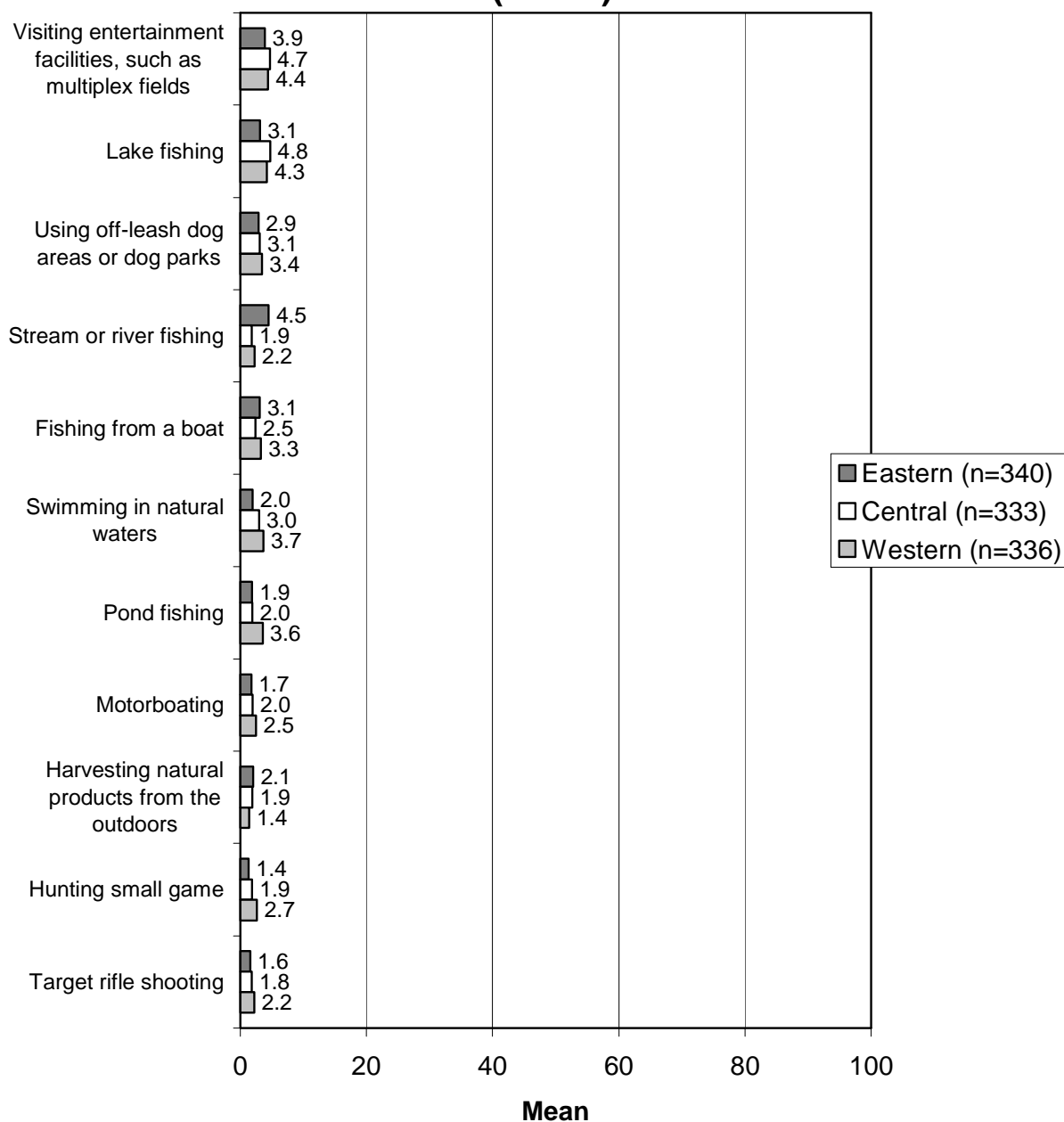
APPENDIX A: REGIONAL RESULTS FOR DAYS PARTICIPATED

The following graphs show regional results for days participated in various activities in Iowa. Only those activities in which more than 10 people participated in each region are shown.

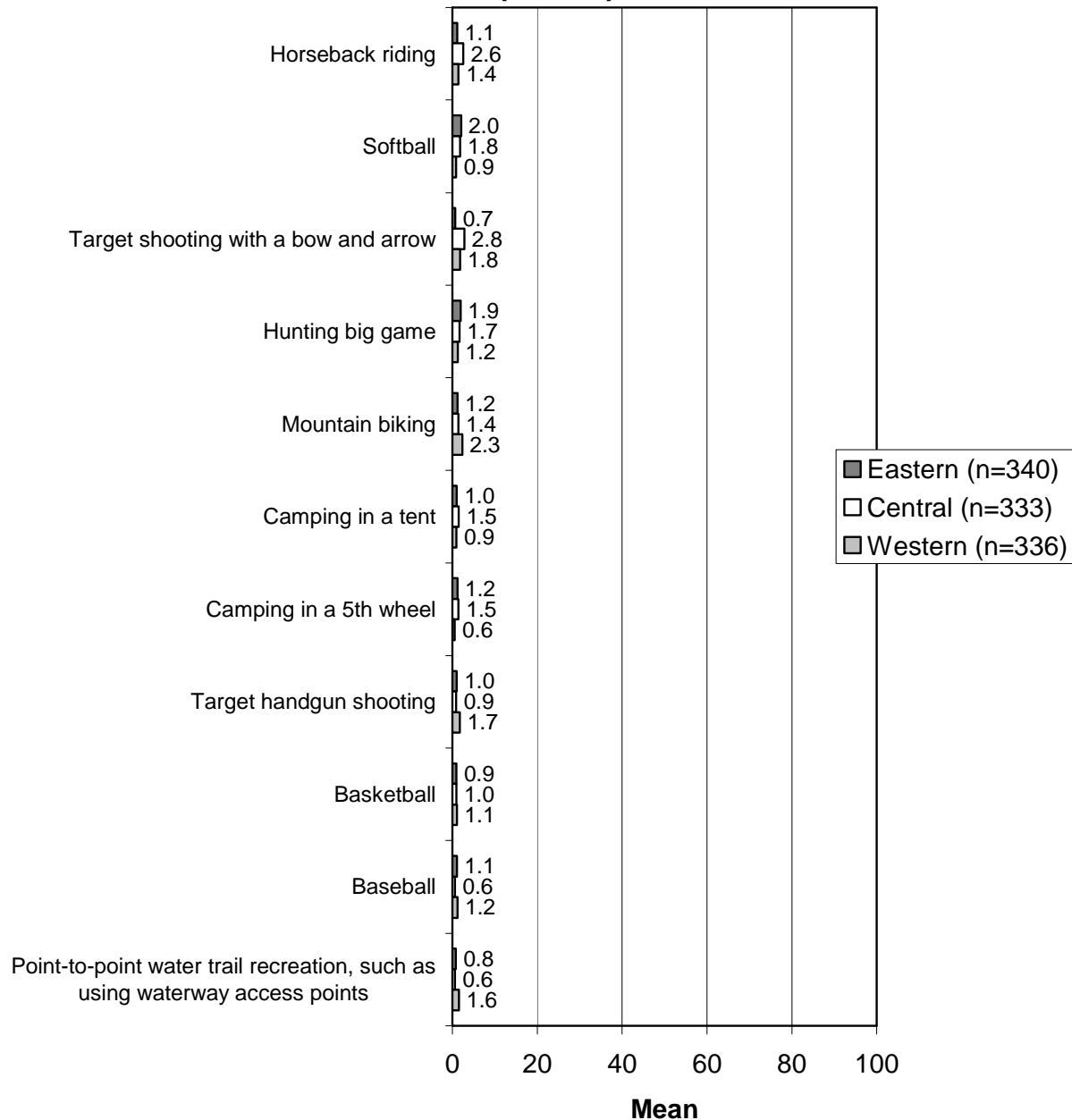
Mean number of days of participation in various activities. (Among all respondents - nonparticipants are coded as having participated 0 days.)
(Part 1)



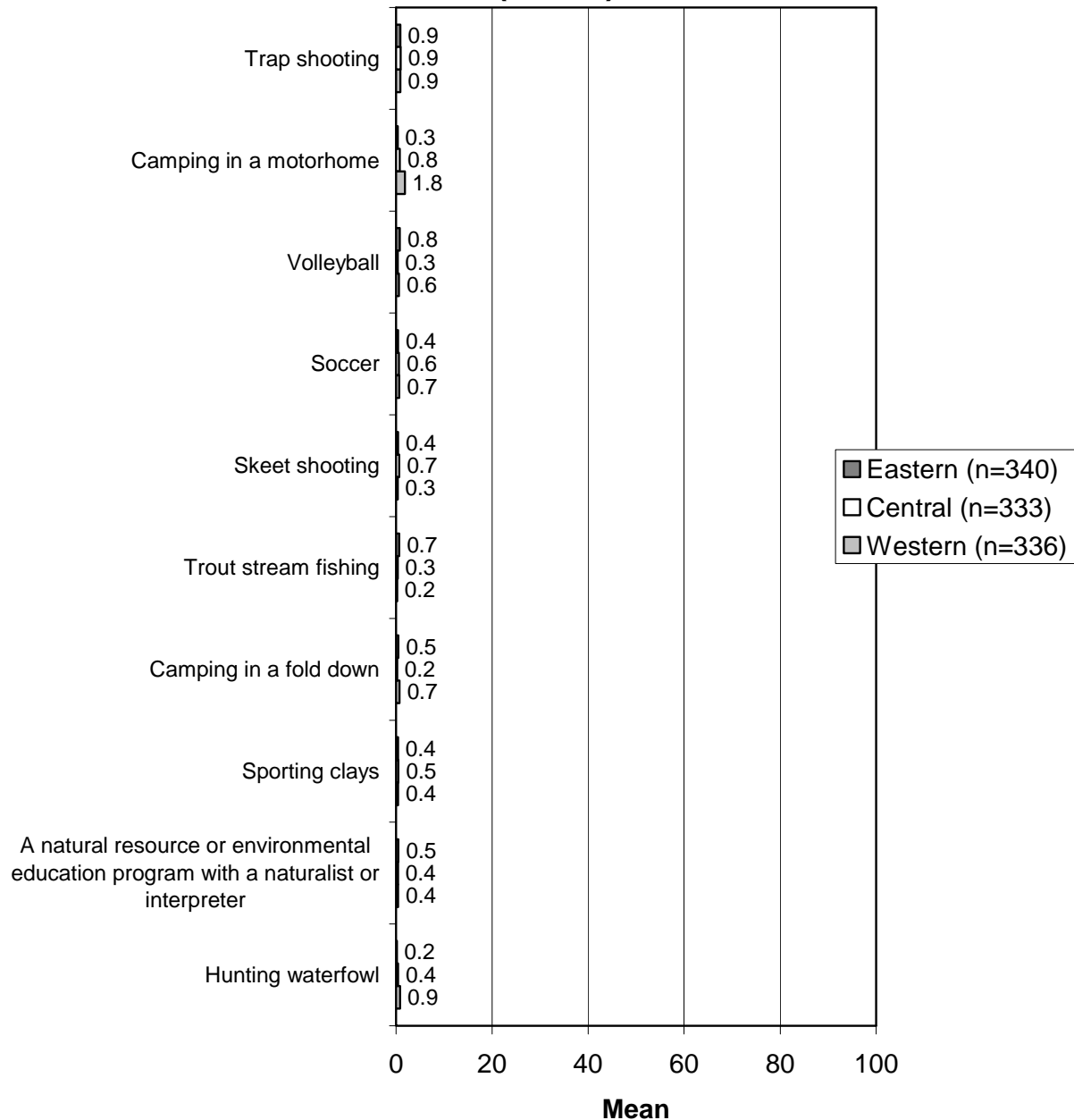
Mean number of days of participation in various activities. (Among all respondents - nonparticipants are coded as having participated 0 days.)
(Part 2)



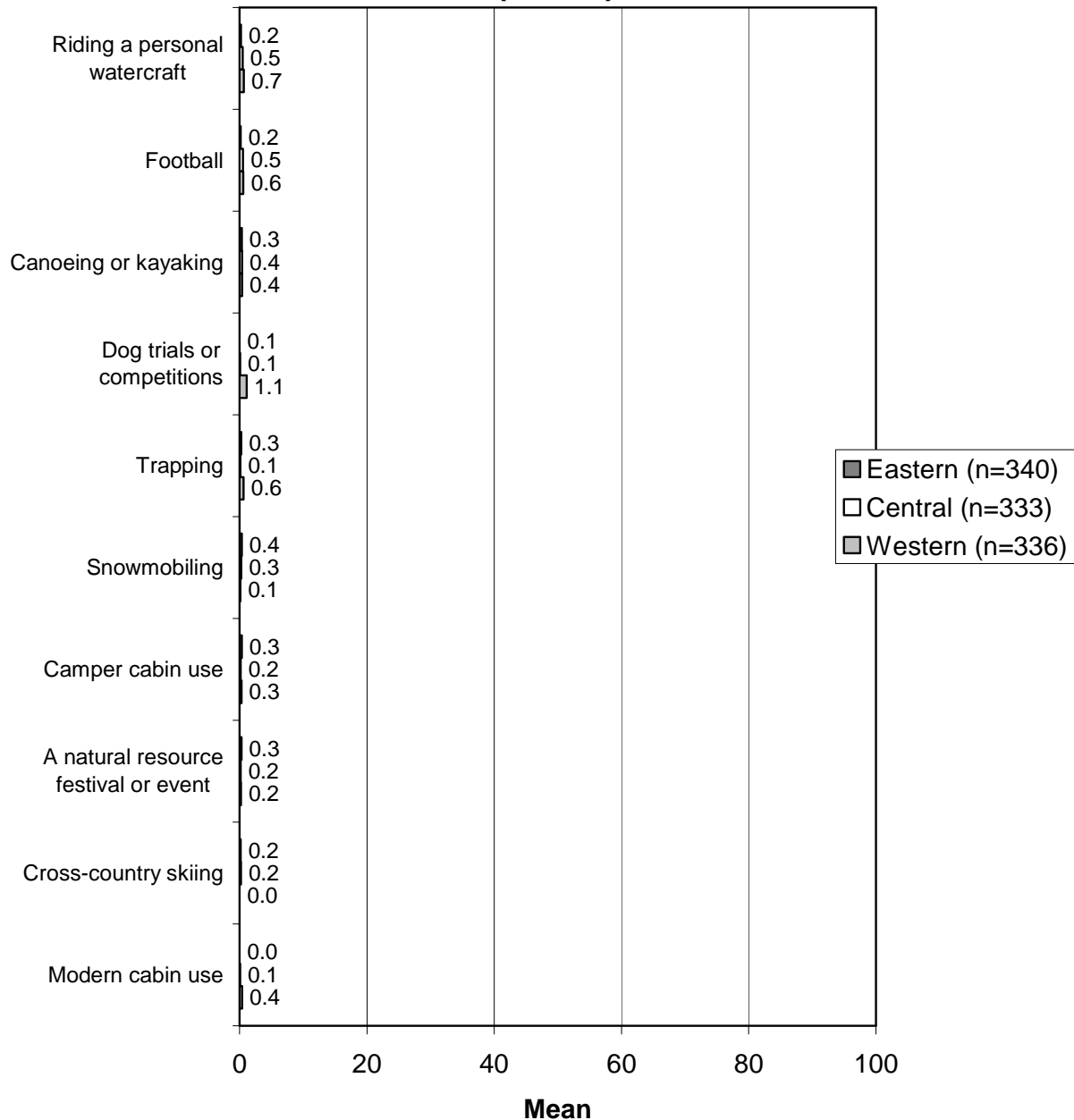
Mean number of days of participation in various activities. (Among all respondents - nonparticipants are coded as having participated 0 days.)
(Part 3)



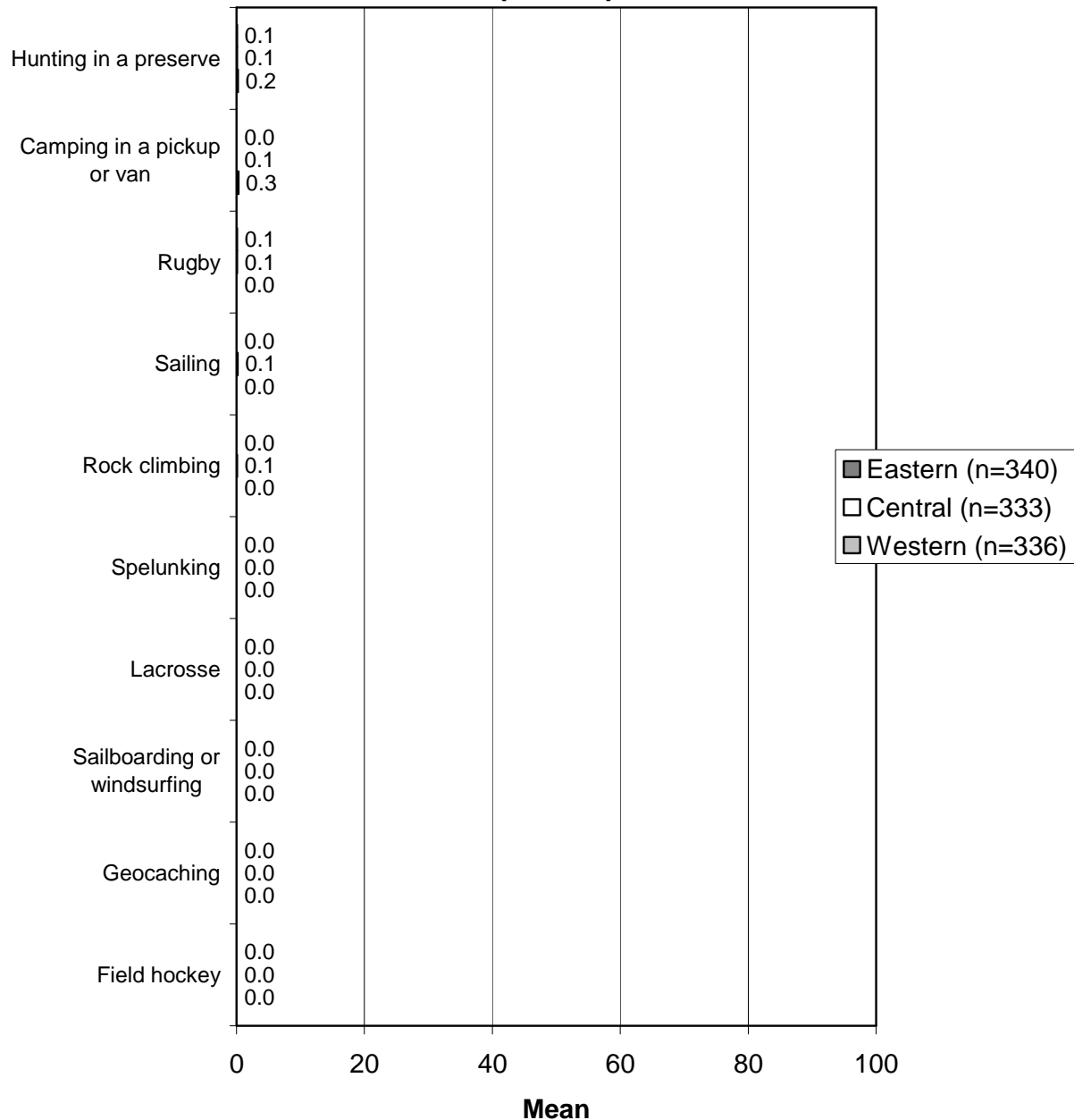
**Mean number of days of participation in various activities. (Among all respondents - nonparticipants are coded as having participated 0 days.)
(Part 4)**



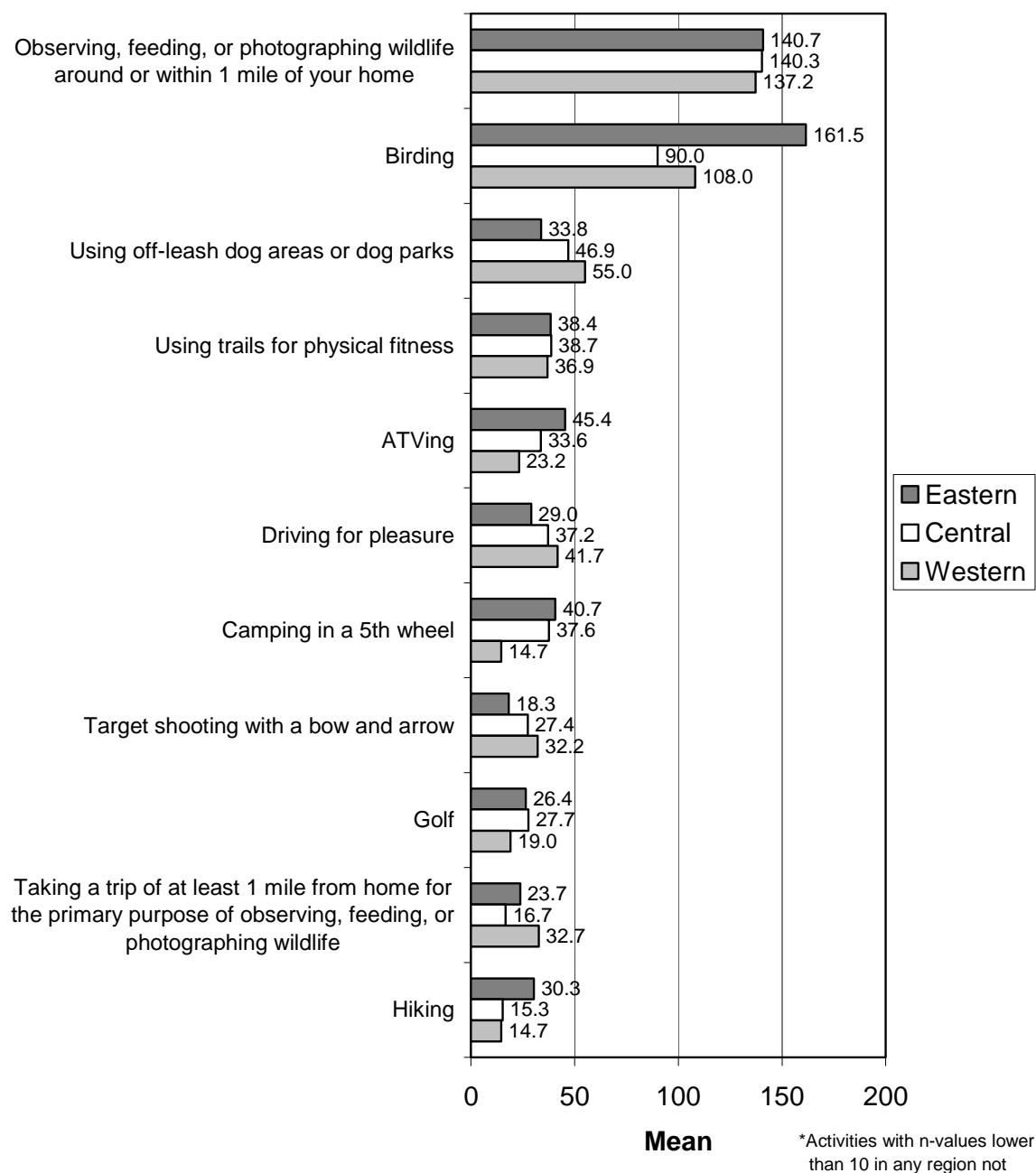
Mean number of days of participation in various activities. (Among all respondents - nonparticipants are coded as having participated 0 days.)
(Part 5)



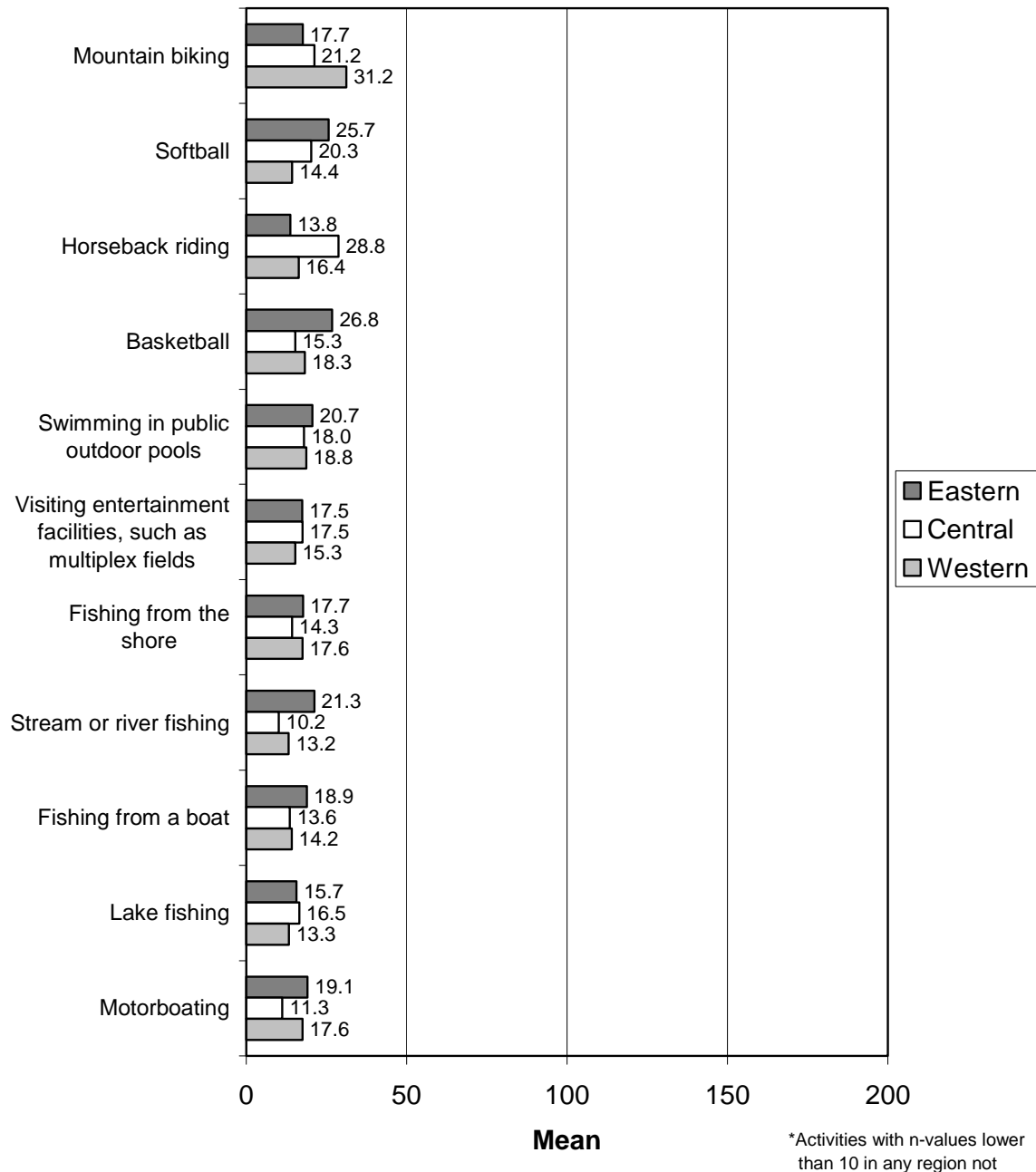
Mean number of days of participation in various activities. (Among all respondents - nonparticipants are coded as having participated 0 days.)
(Part 6)



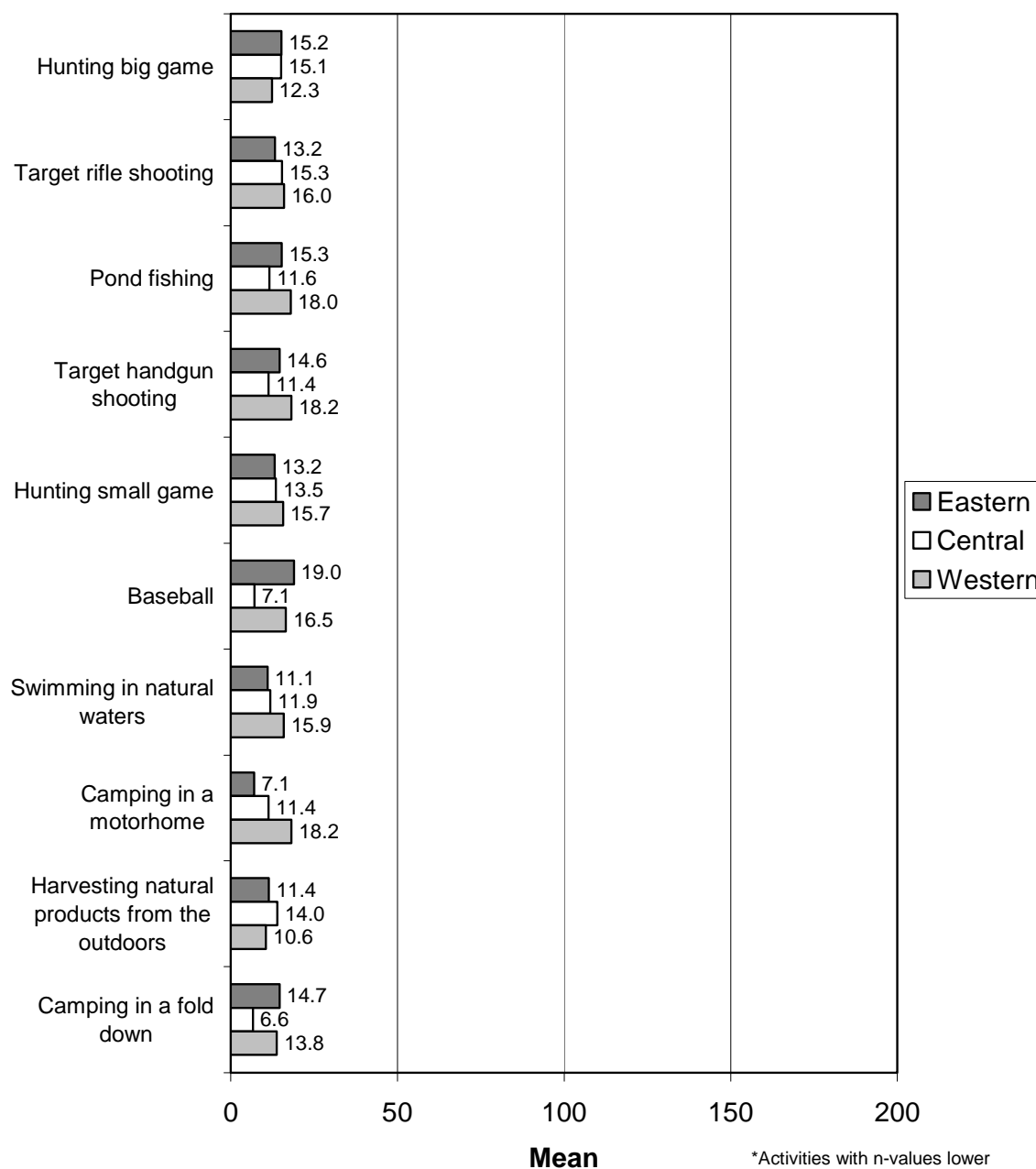
**Mean number of days of participation in various activities. (Among participants only; sample sizes vary.)
(Part 1)**



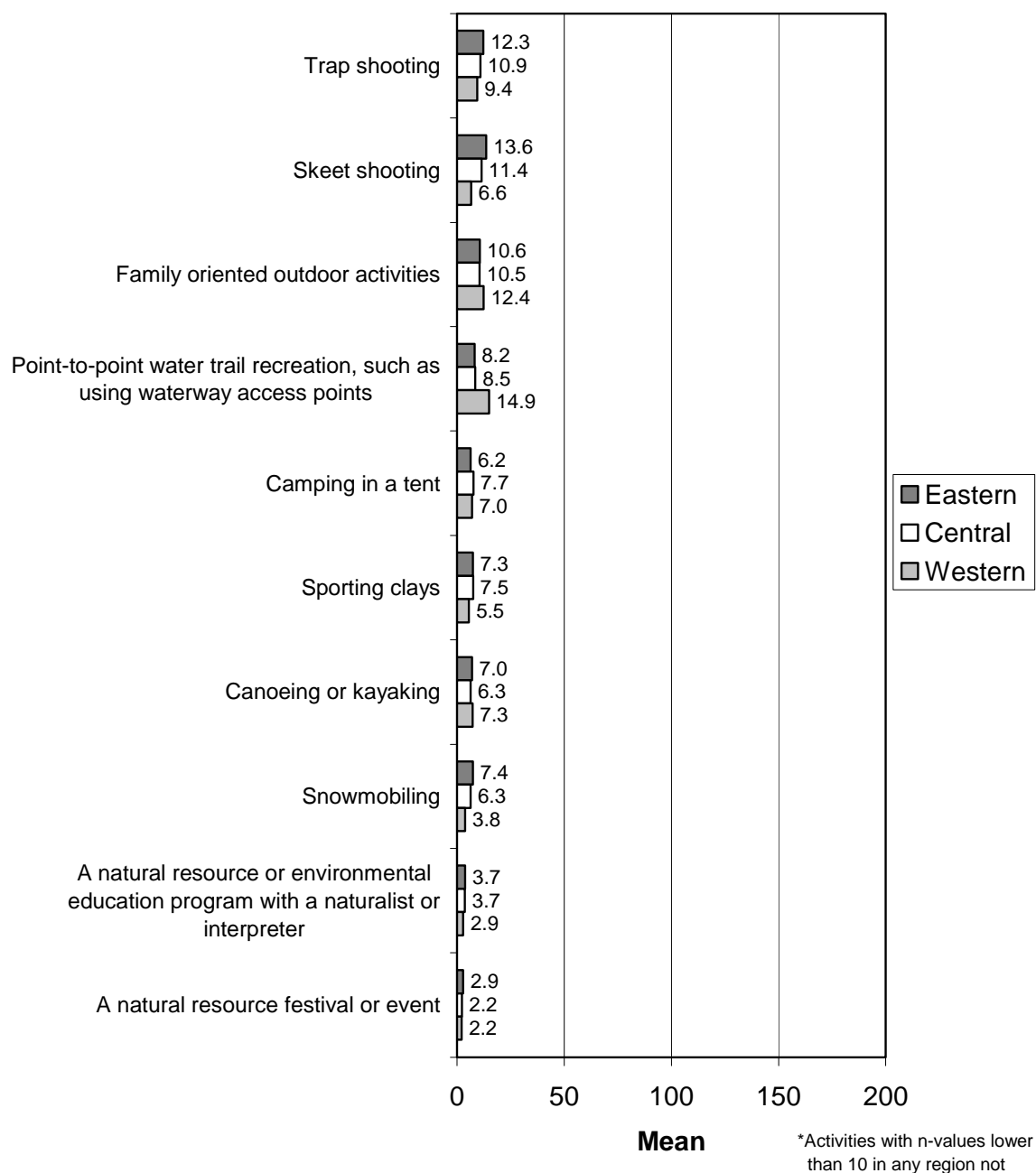
**Mean number of days of participation in various activities. (Among participants only; sample sizes vary.)
(Part 2)**



**Mean number of days of participation in various activities. (Among participants only; sample sizes vary.)
(Part 3)**



**Mean number of days of participation in various activities. (Among participants only; sample sizes vary.)
(Part 4)**

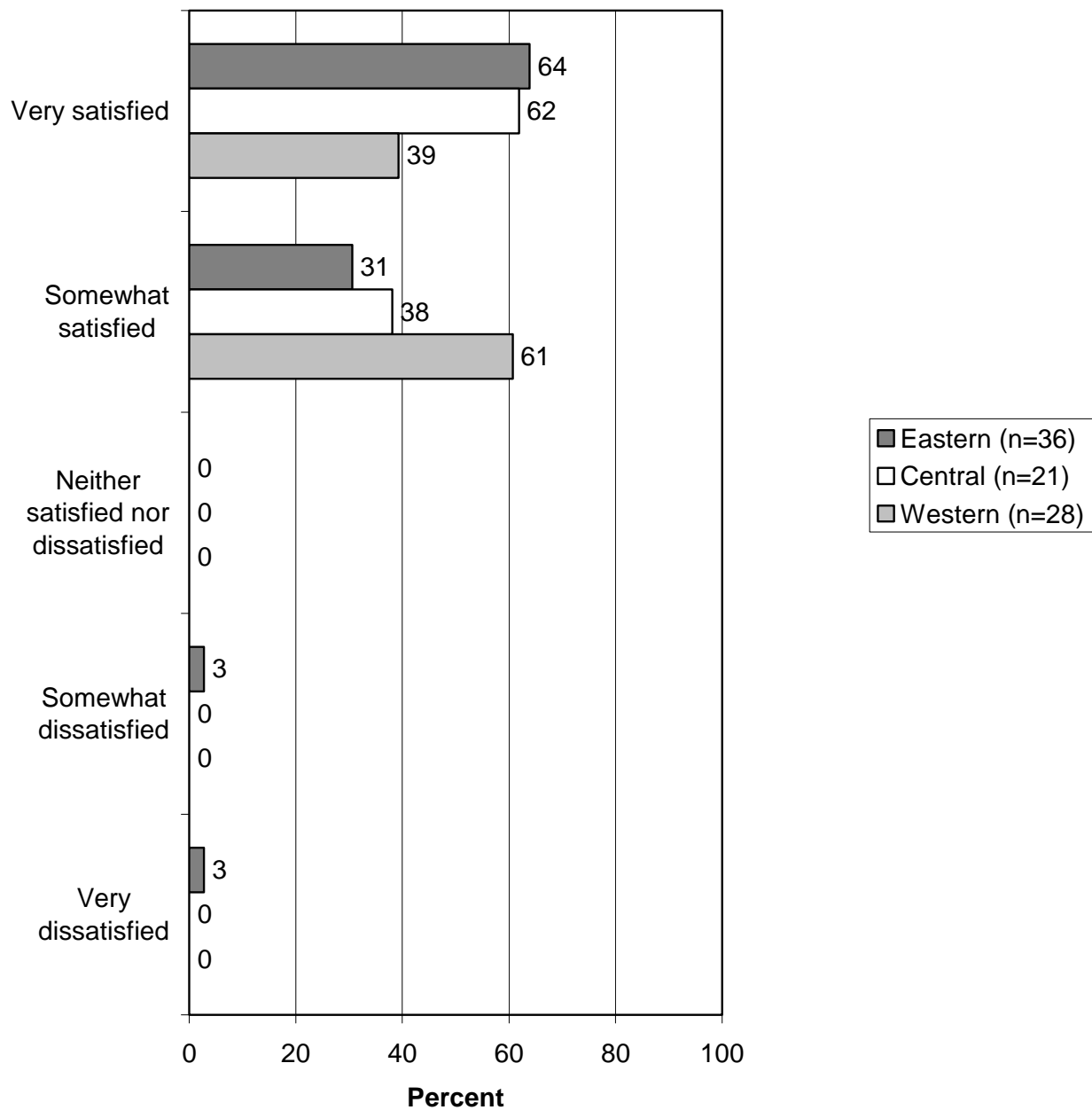


APPENDIX B: REGIONAL RESULTS FOR RATINGS QUESTIONS

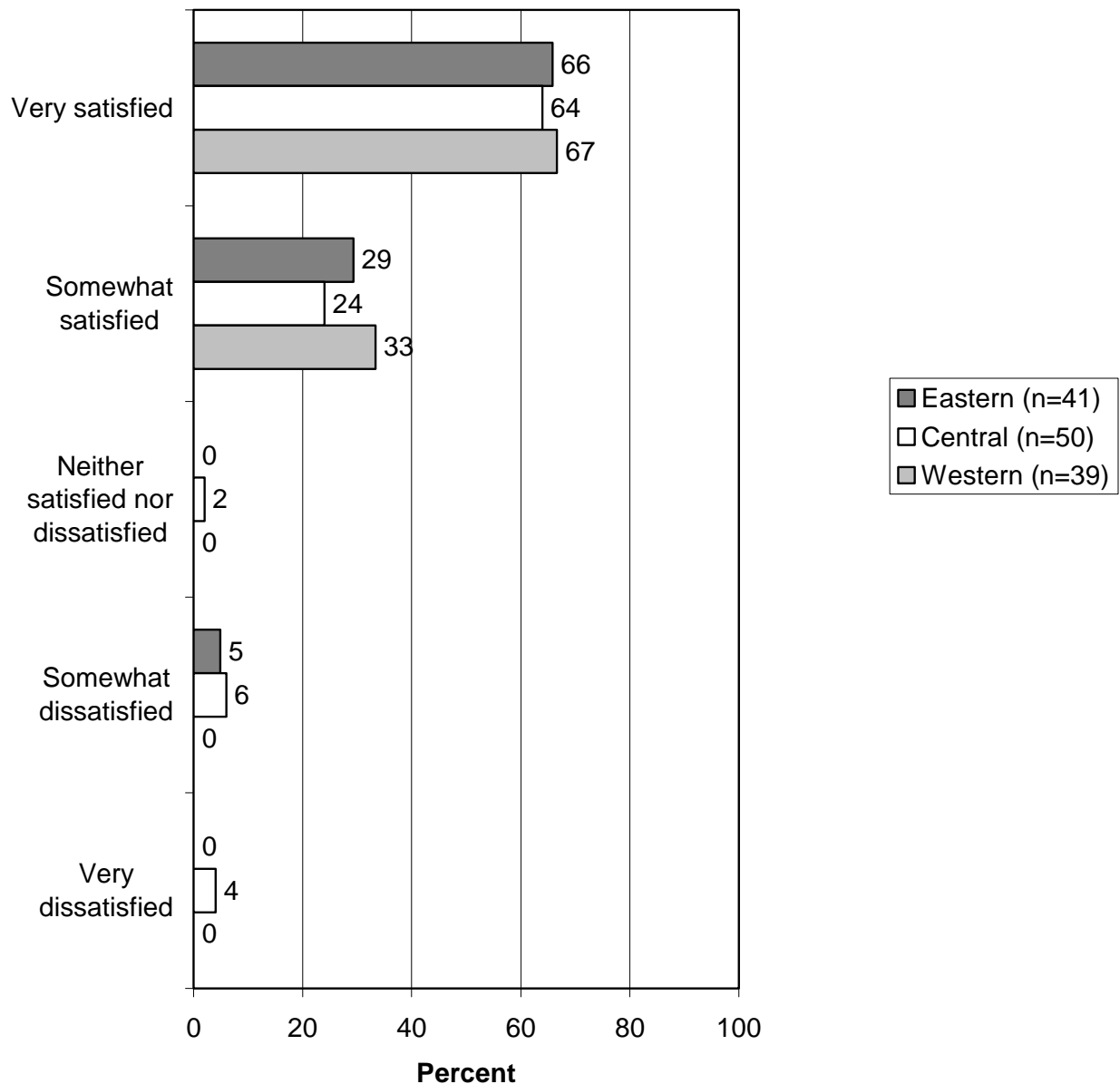
The following graphs show regional results for various ratings of satisfaction with and availability of activities in Iowa. Only those activities in which more than 10 people participated in each region are shown. The first set shows ratings of satisfaction with activities; the second set shows ratings of availability of activities; the third shows ratings of the state's efforts to provide opportunities; and the fourth set shows perceptions of trends in quality (i.e., has the quality improved, stayed the same, or declined) over the past 5 years.

RATINGS OF SATISFACTION WITH ACTIVITIES

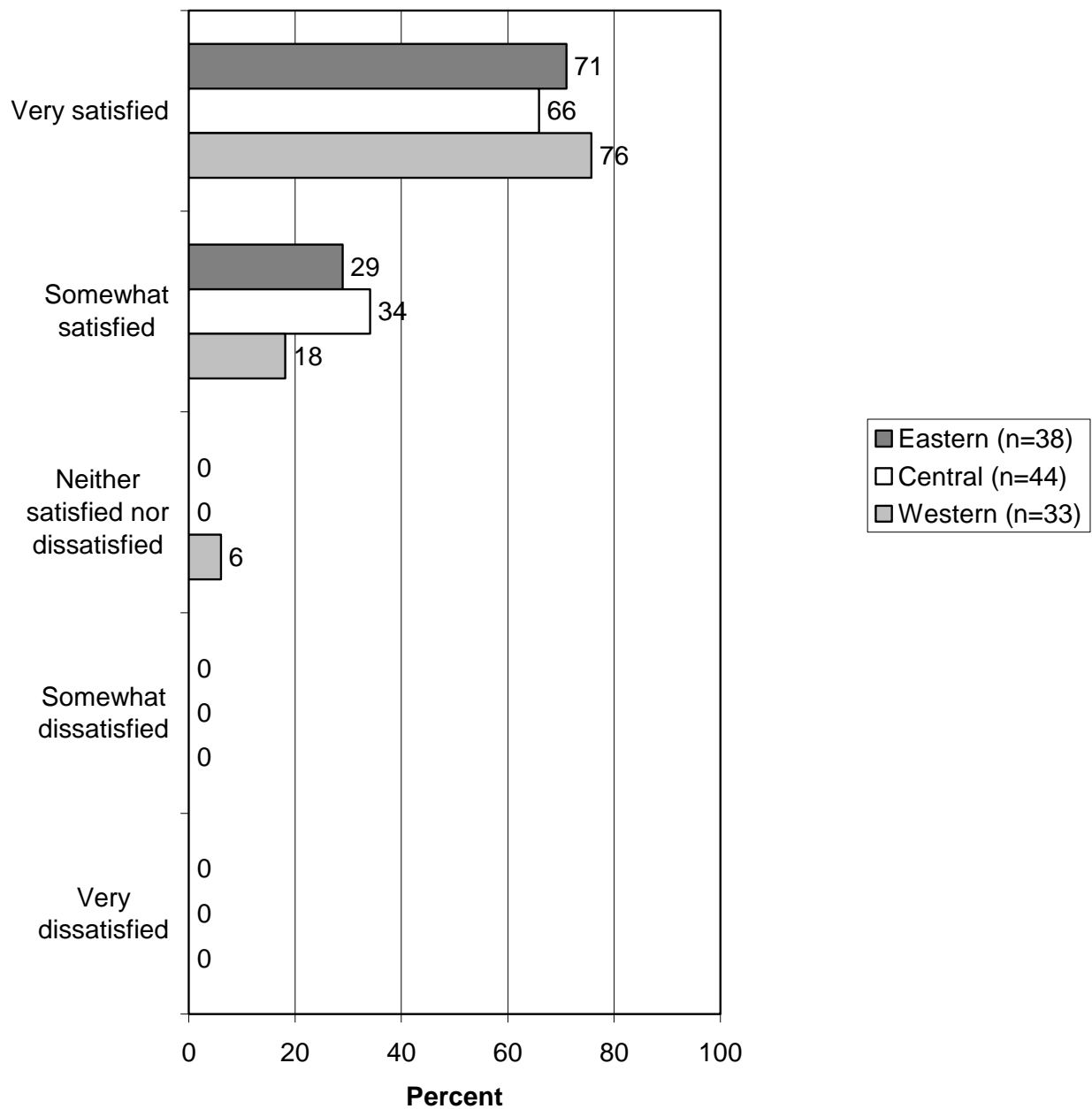
Q431, Q440. In general, are you satisfied or dissatisfied with your Iowa HIKING experiences in the past two years? (Asked of those who named hiking among the top 2 activities in which they participated the most.)



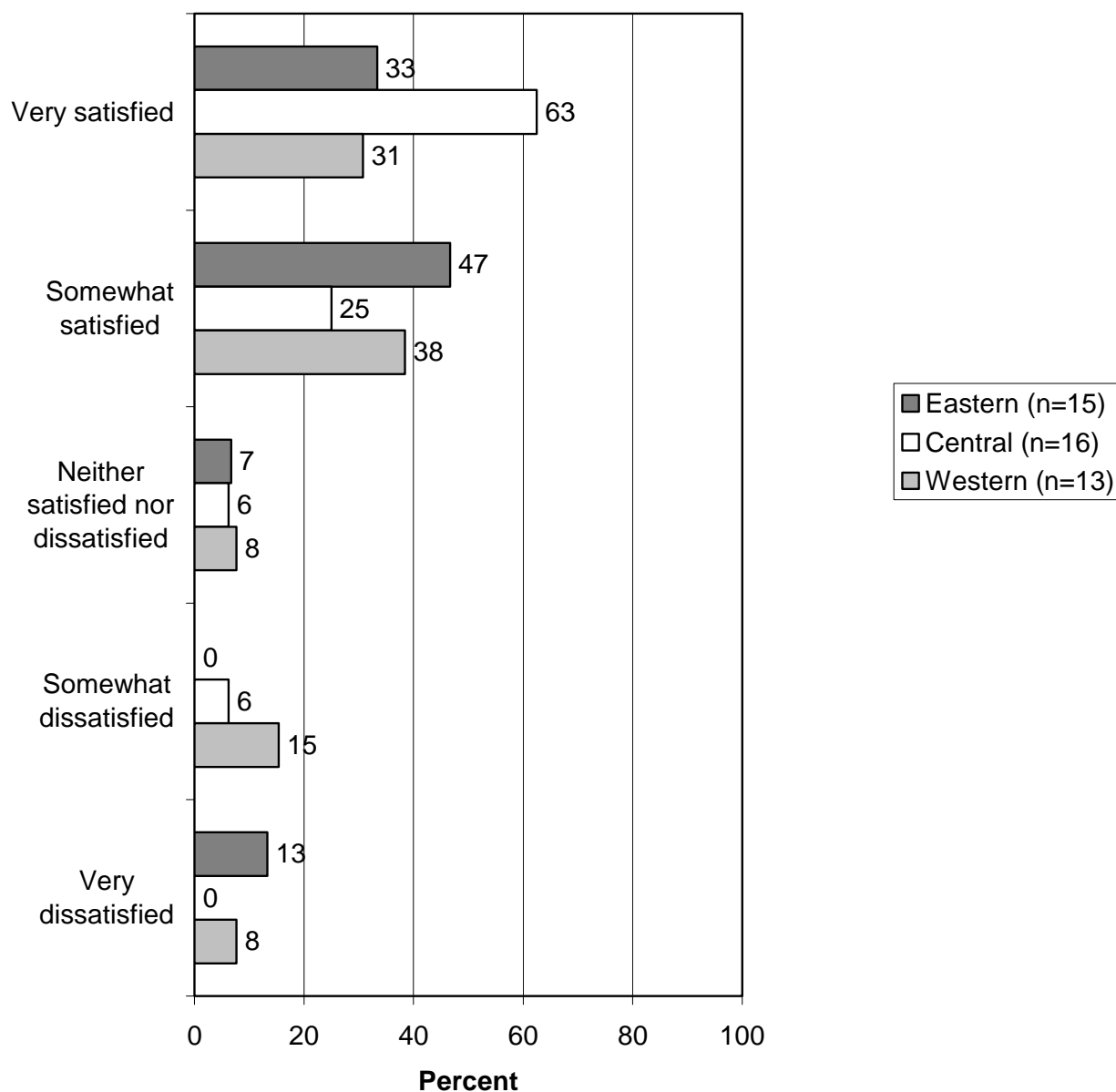
Q431, Q440. In general, are you satisfied or dissatisfied with your Iowa TRAIL USE FOR PHYSICAL FITNESS experiences in the past two years? (Asked of those who named trail use for physical fitness among the top 2 activities in which they participated the most.)



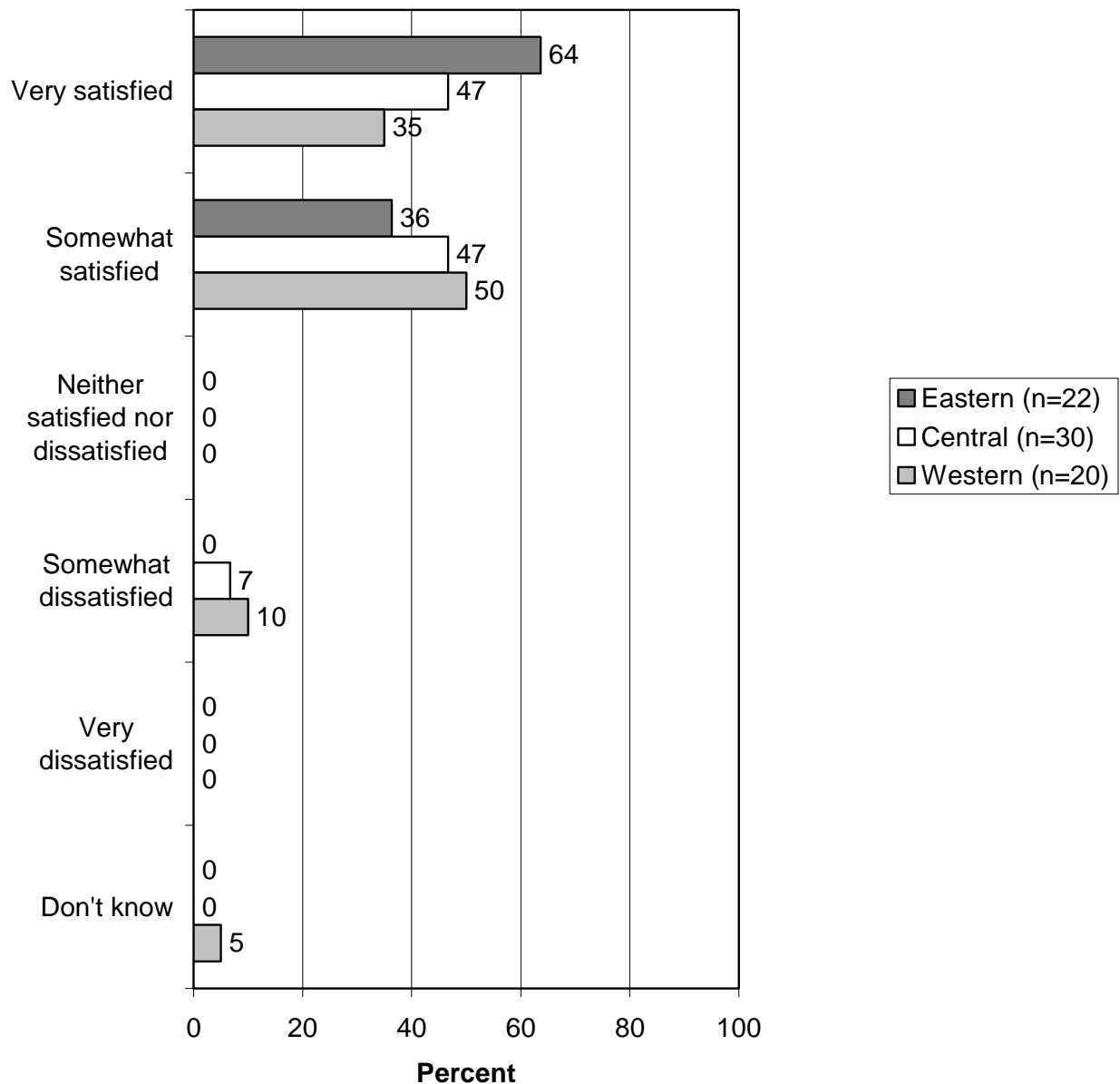
Q431, Q440. In general, are you satisfied or dissatisfied with your Iowa GOLF experiences in the past two years? (Asked of those who named golf among the top 2 activities in which they participated the most.)



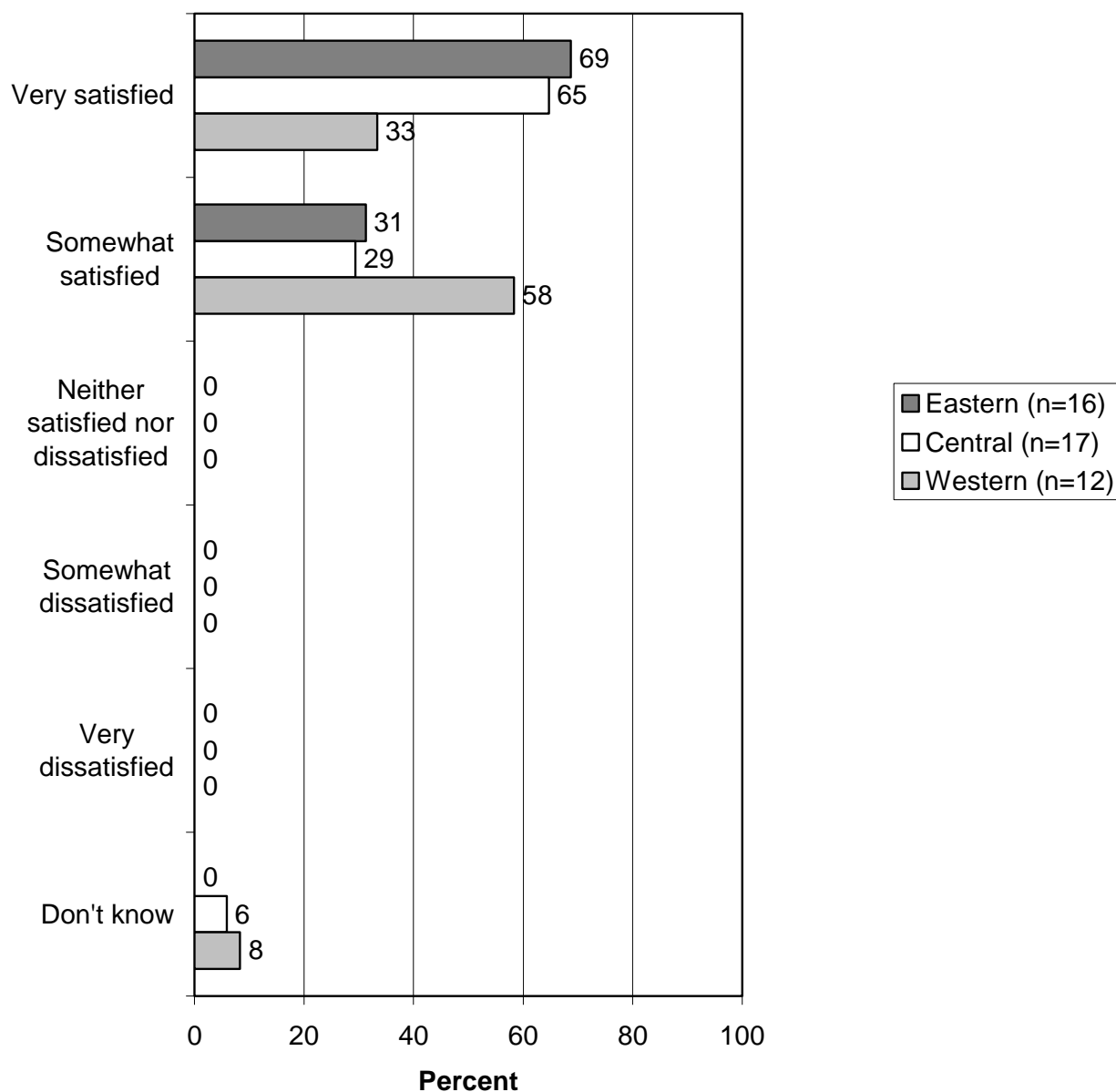
Q431, Q440. In general, are you satisfied or dissatisfied with your Iowa SWIMMING IN NATURAL WATERS experiences in the past two years? (Asked of those who named swimming in natural waters among the top 2 activities in which they participated the most.)



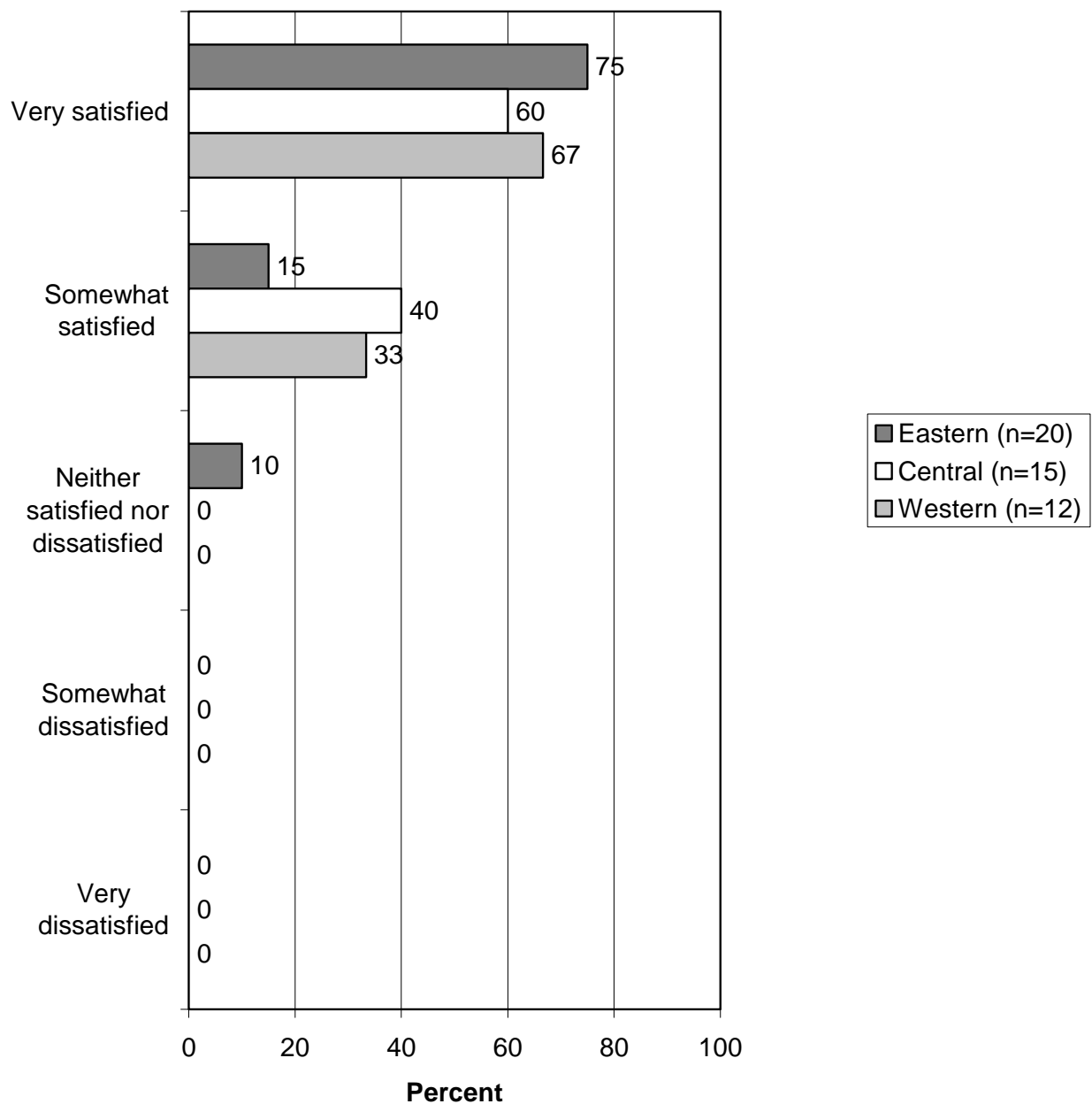
Q431, Q440. In general, are you satisfied or dissatisfied with your Iowa SWIMMING IN PUBLIC OUTDOOR POOLS experiences in the past two years? (Asked of those who named swimming in public outdoor pools among the top 2 activities in which they participated the most.)



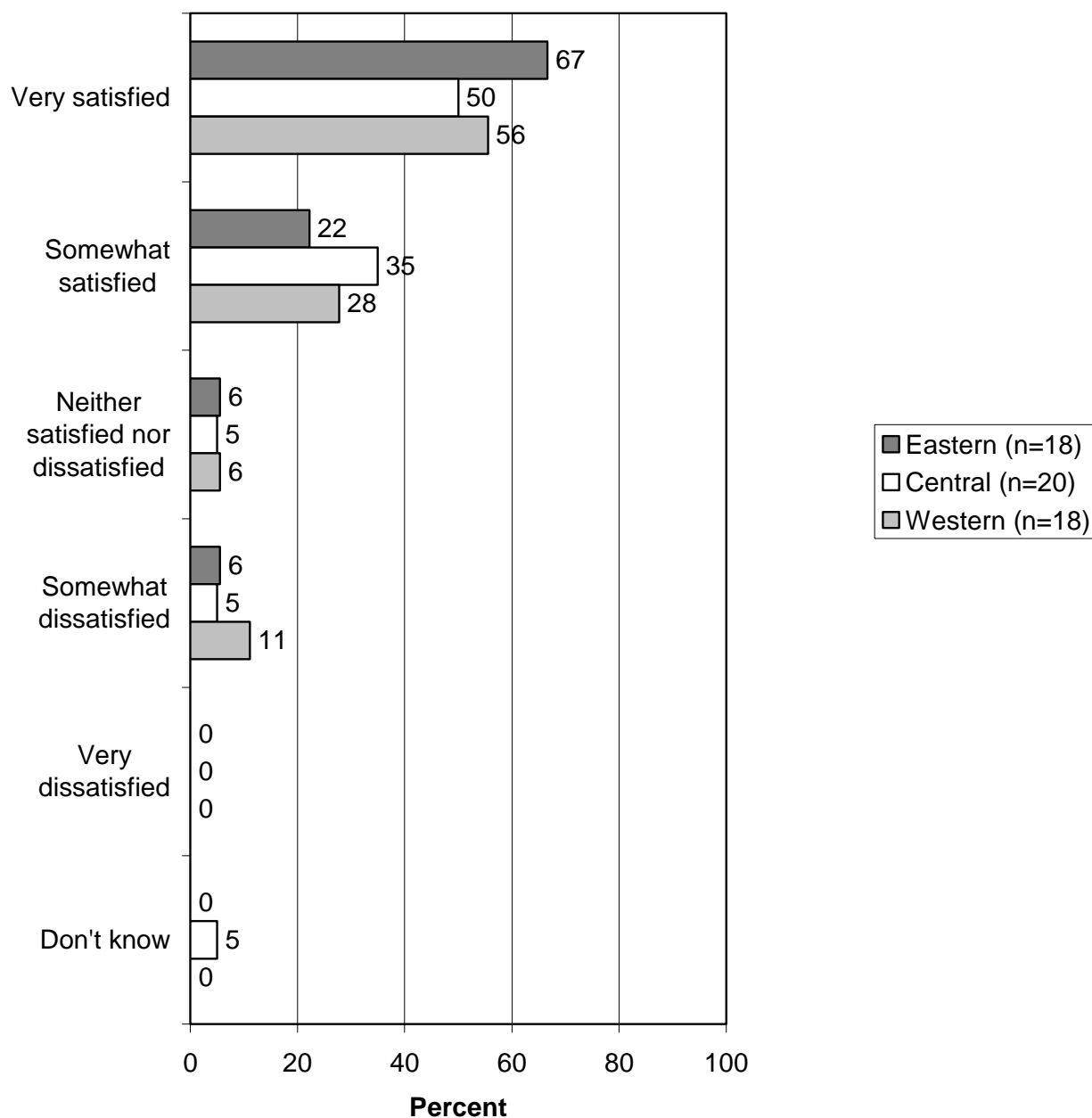
Q431, Q440. In general, are you satisfied or dissatisfied with your Iowa VISITING ENTERTAINMENT FACILITIES experiences in the past two years? (Asked of those who named visiting entertainment facilities among the top 2 activities in which they participated the most.)



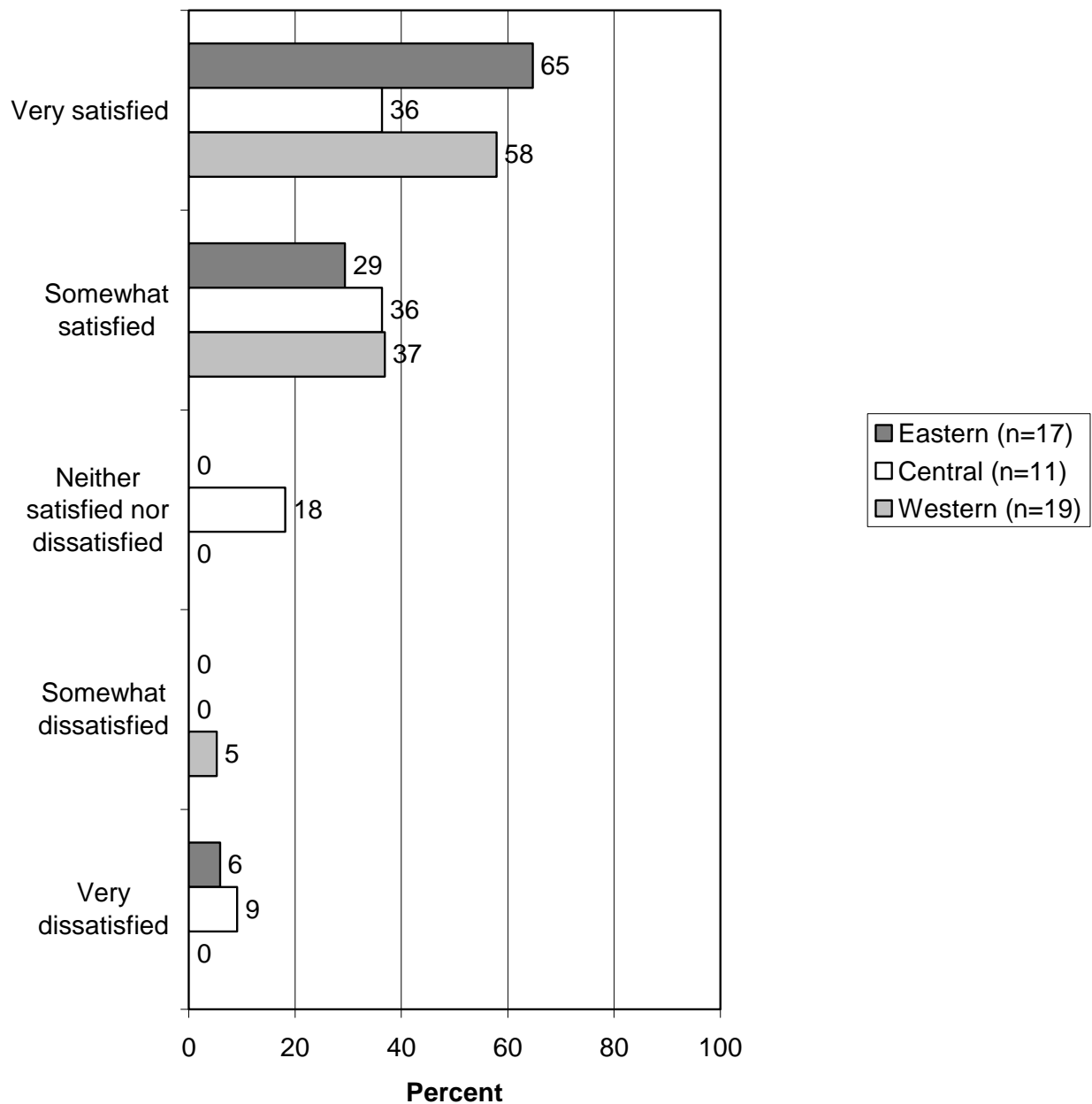
Q431, Q440. In general, are you satisfied or dissatisfied with your Iowa HUNTING BIG GAME experiences in the past two years? (Asked of those who named hunting big game among the top 2 activities in which they participated the most.)



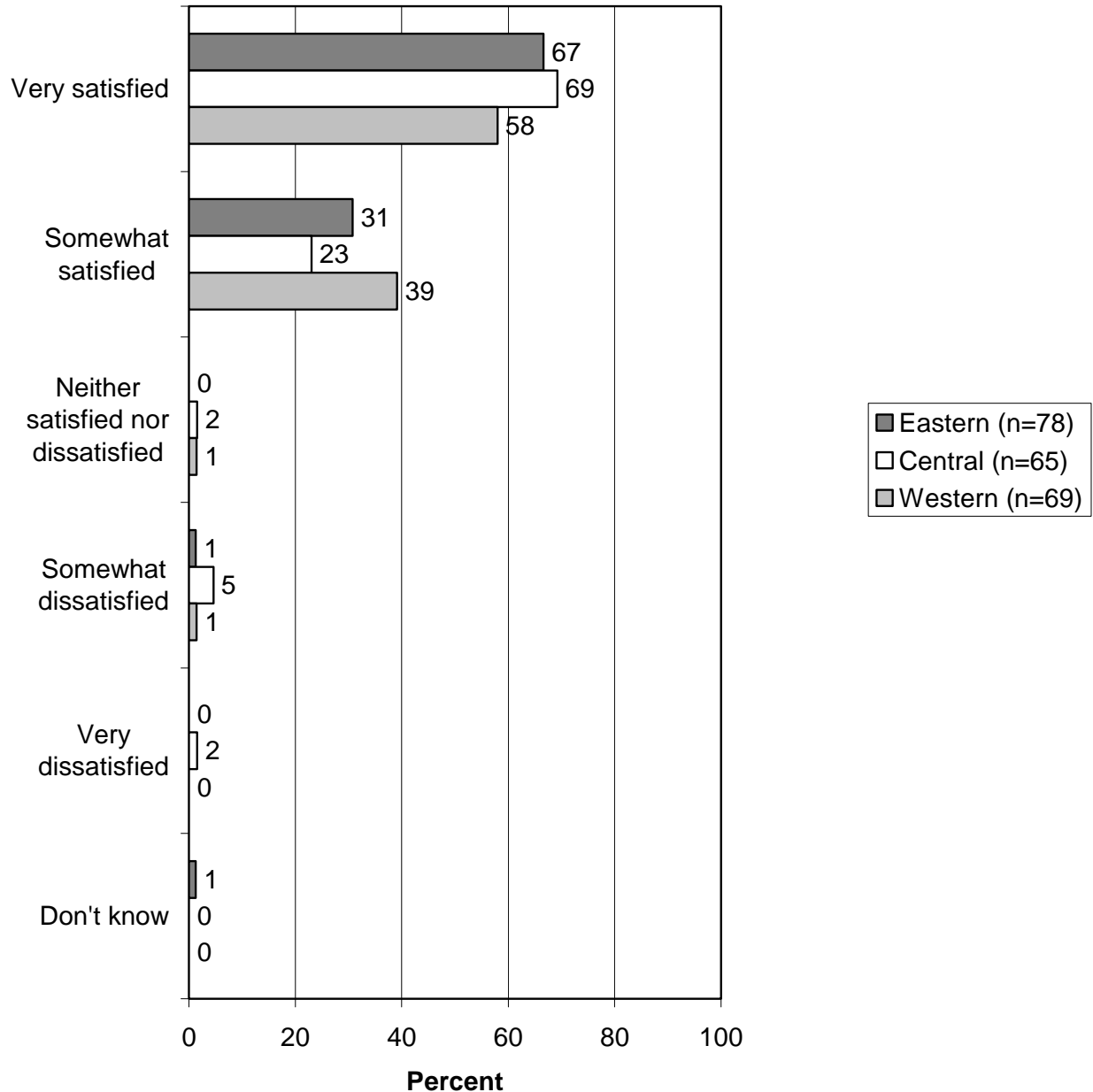
Q431, Q440. In general, are you satisfied or dissatisfied with your Iowa FISHING FROM THE SHORE experiences in the past two years? (Asked of those who named fishing from the shore among the top 2 activities in which they participated the most.)



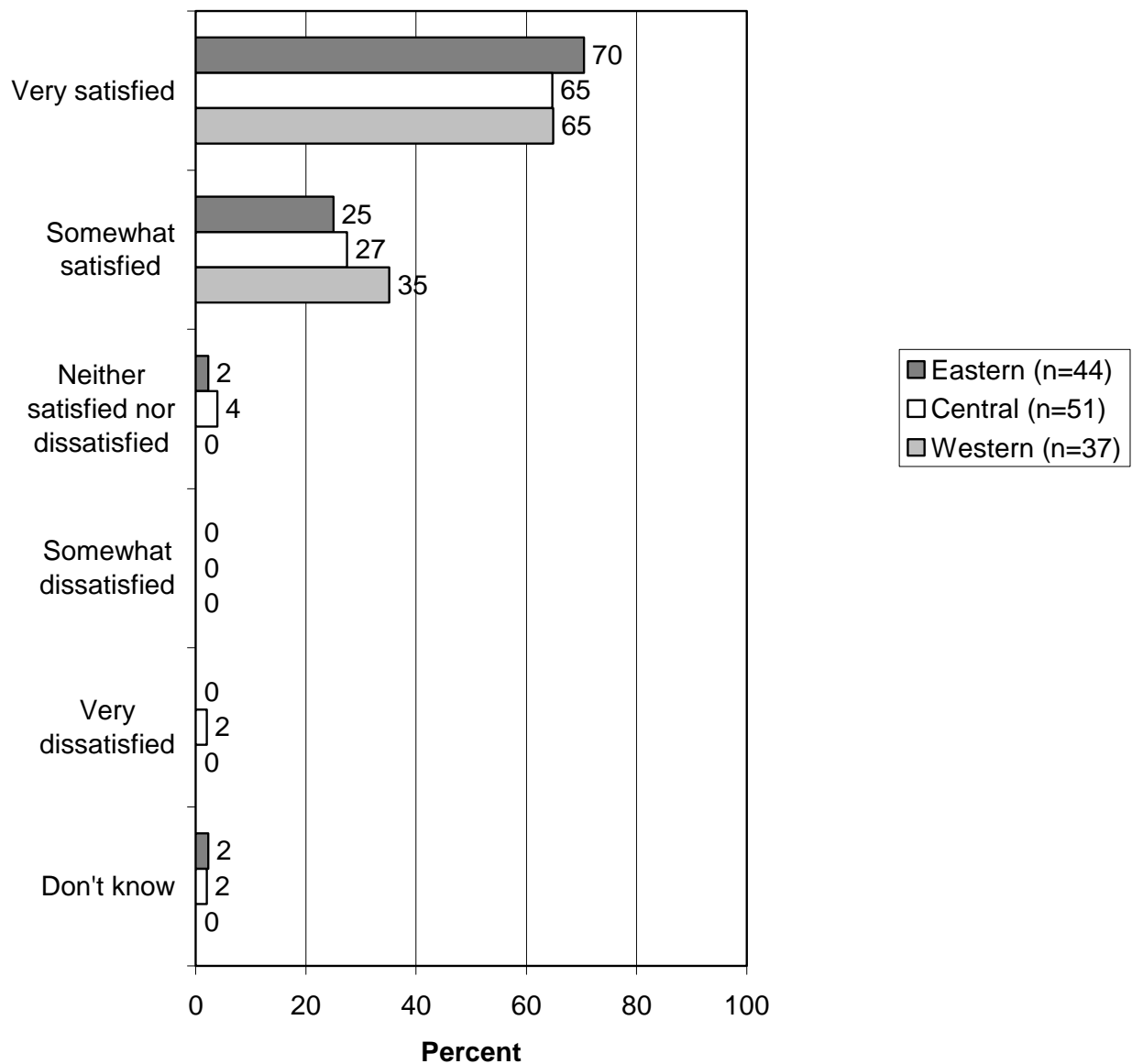
Q431, Q440. In general, are you satisfied or dissatisfied with your Iowa FISHING FROM A BOAT experiences in the past two years? (Asked of those who named fishing from a boat among the top 2 activities in which they participated the most.)



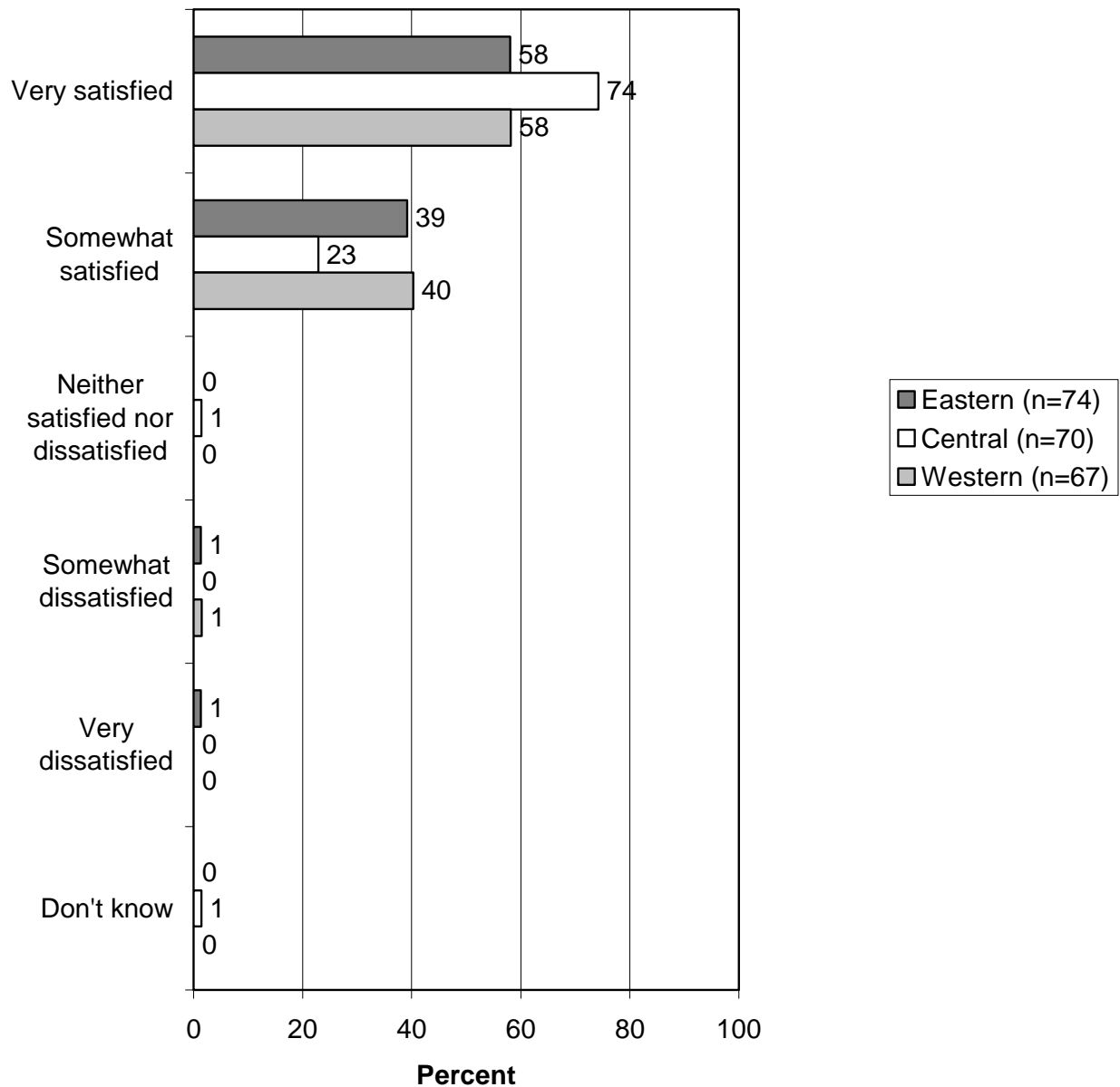
Q431, Q440. In general, are you satisfied or dissatisfied with your Iowa DRIVING FOR PLEASURE experiences in the past two years? (Asked of those who named driving for pleasure among the top 2 activities in which they participated the most.)



Q431, Q440. In general, are you satisfied or dissatisfied with your Iowa OBSERVING, FEEDING, OR PHOTOGRAPHING WILDLIFE NEAR HOME experiences in the past two years? (Asked of those who named observing, feeding, or photographing wildlife near home among the top 2 activities in which they participated the most.)

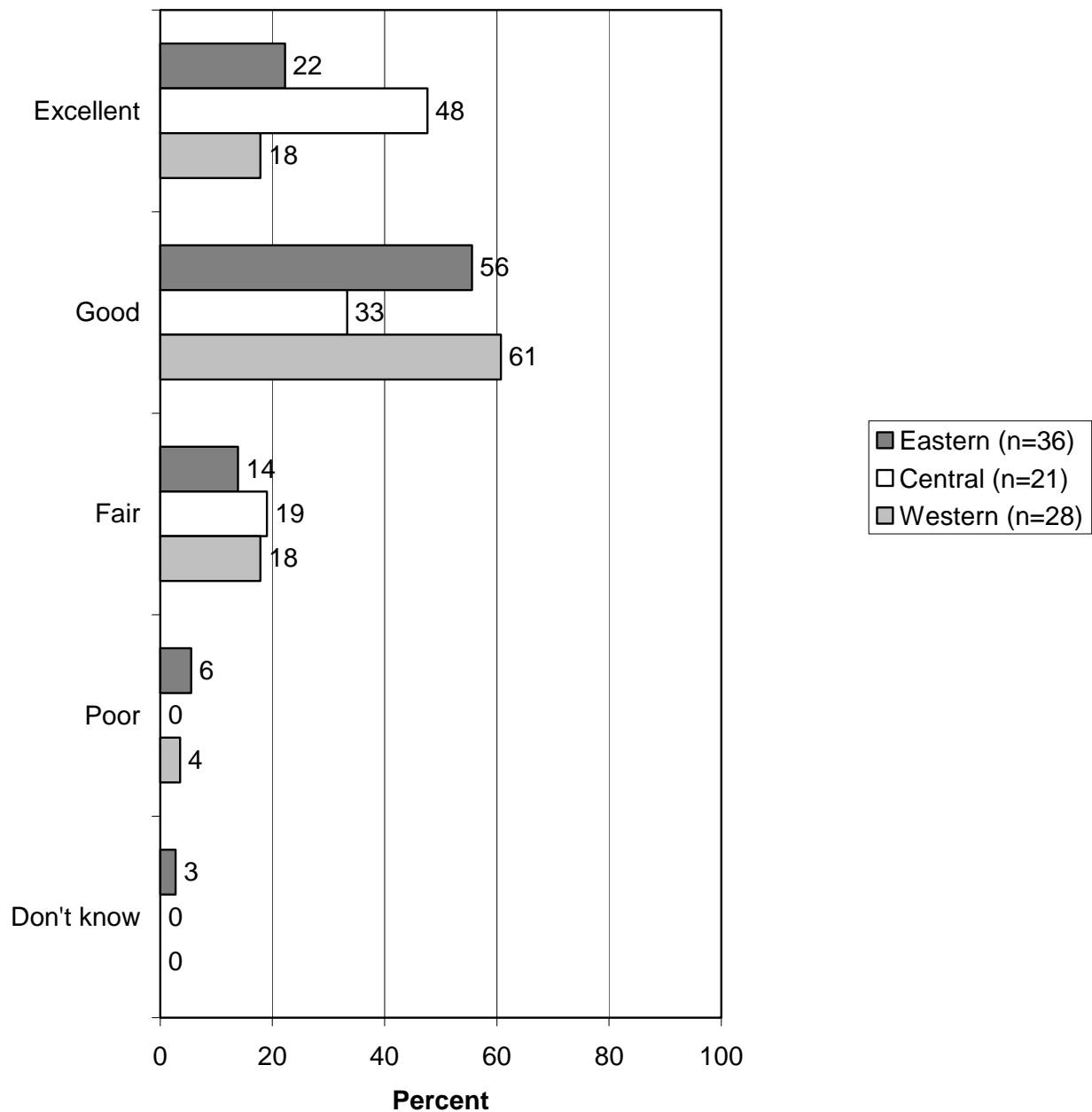


Q431, Q440. In general, are you satisfied or dissatisfied with your Iowa FAMILY ORIENTED OUTDOOR ACTIVITIES experiences in the past two years? (Asked of those who named family oriented outdoor activities among the top 2 activities in which they participated the most.)

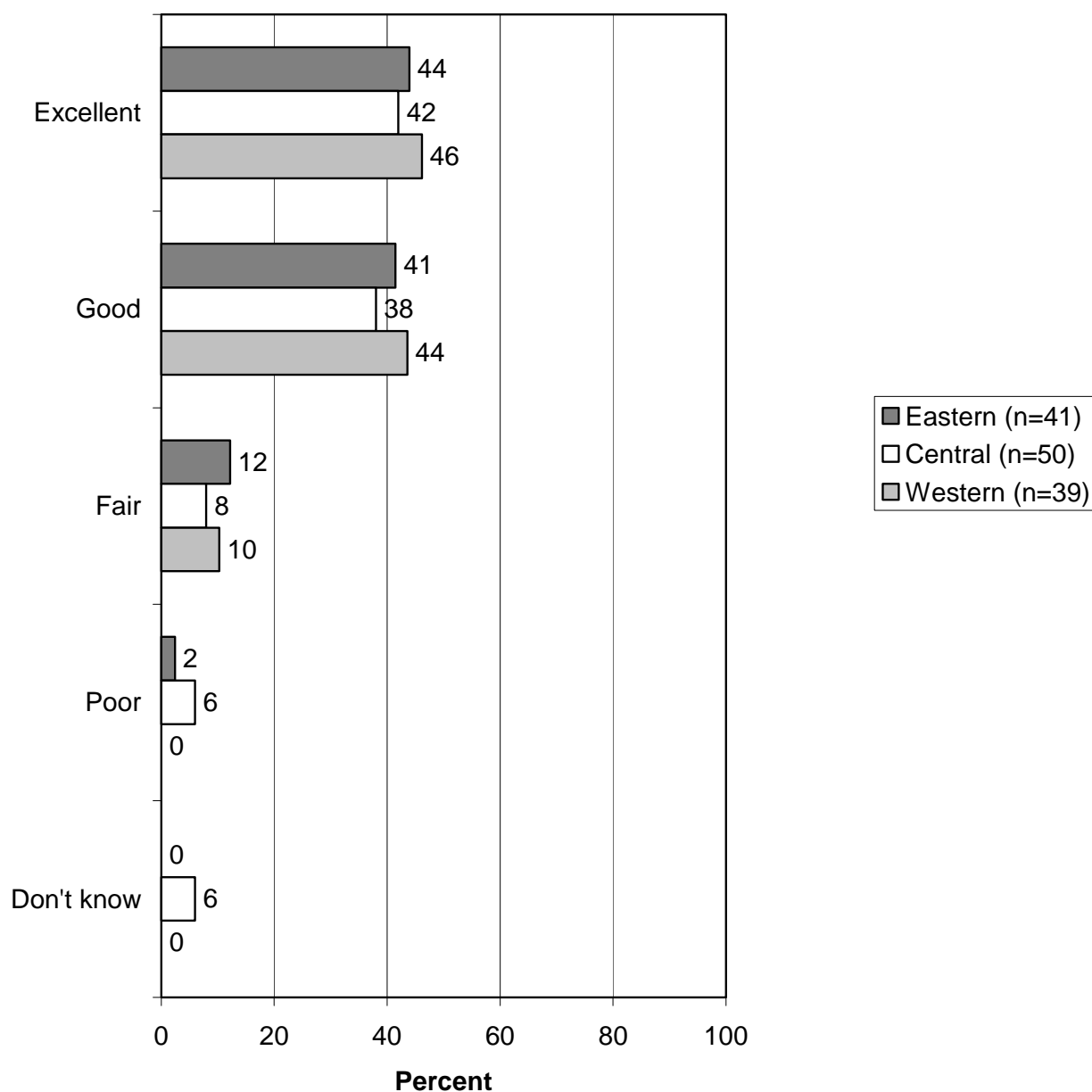


RATINGS OF AVAILABILITY OF ACTIVITIES

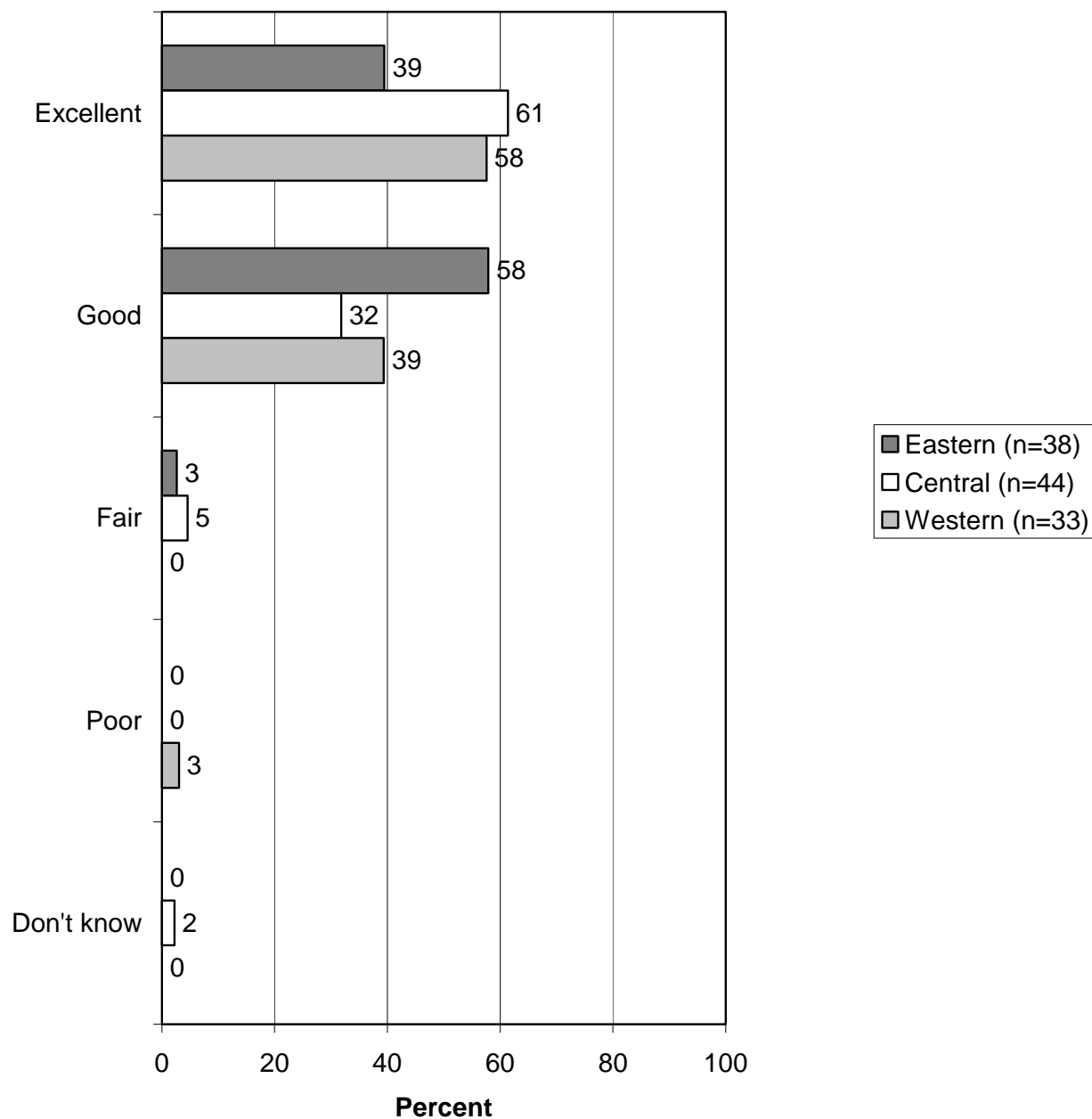
**Q430, Q439. In general, how would you rate the availability of HIKING opportunities in Iowa?
(Asked of those who named hiking among the top 2 activities in which they participated the most.)**



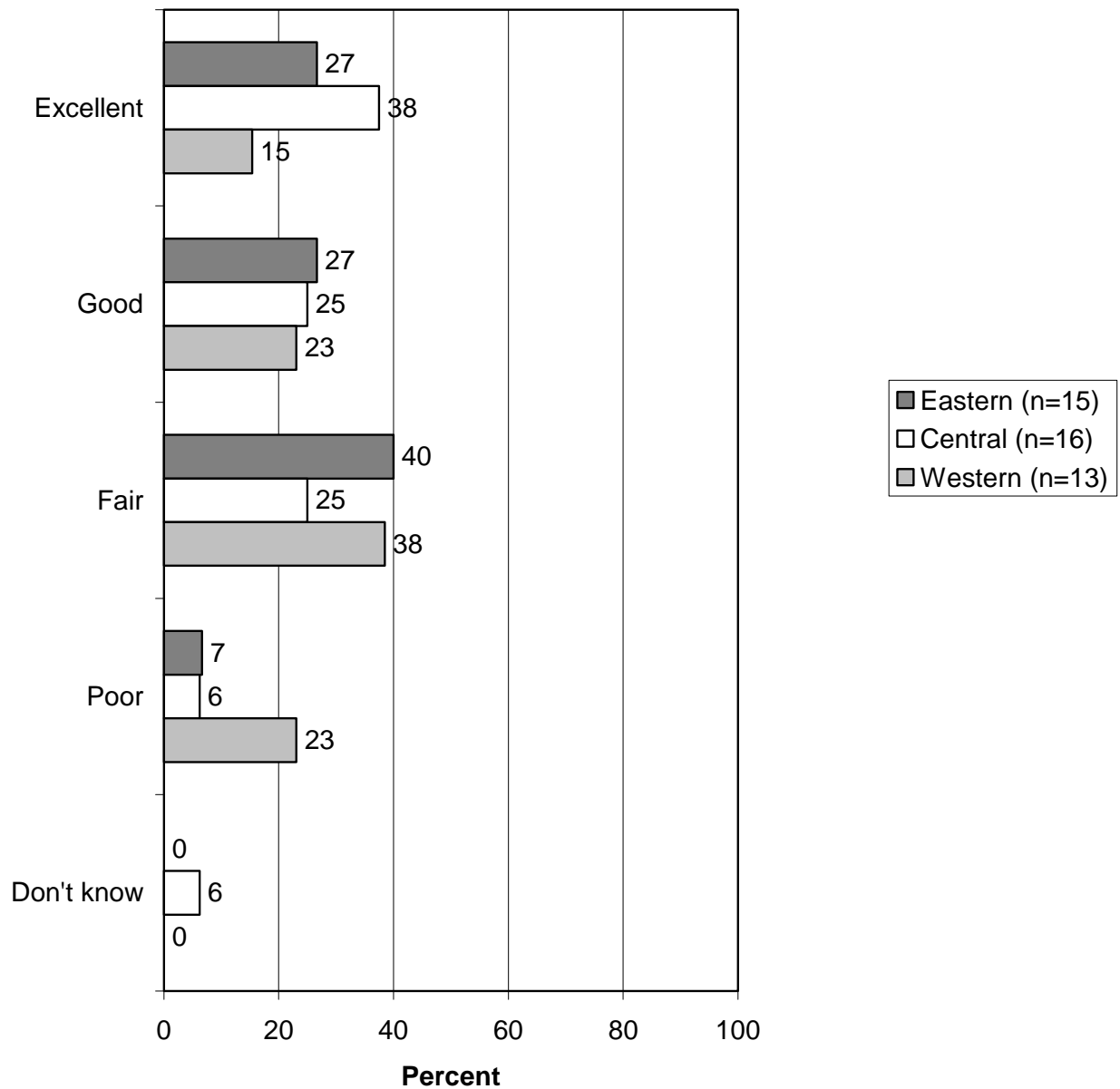
Q430, Q439. In general, how would you rate the availability of TRAIL USE FOR PHYSICAL FITNESS opportunities in Iowa? (Asked of those who named trail use for physical fitness among the top 2 activities in which they participated the most.)



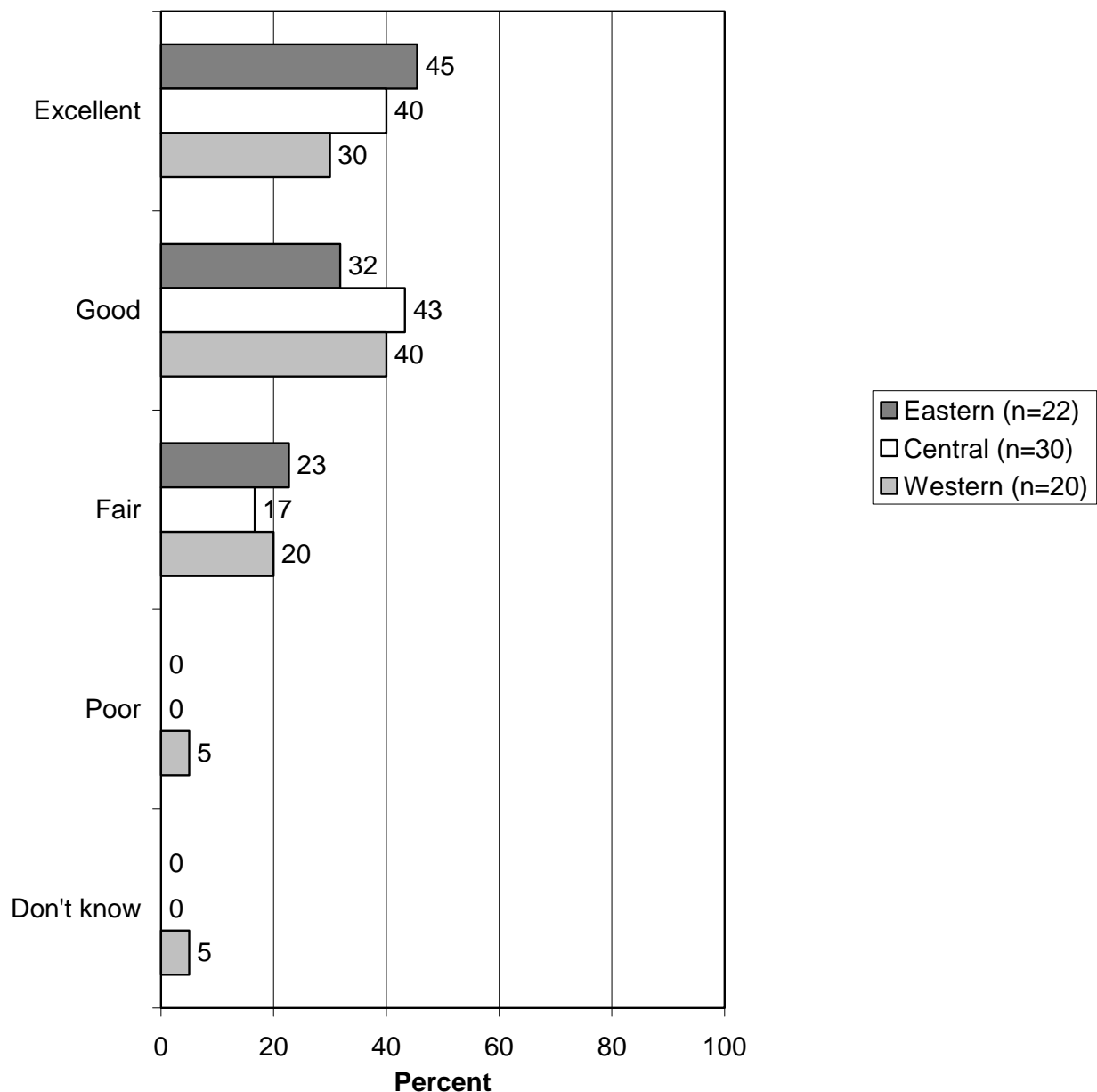
Q430, Q439. In general, how would you rate the availability of GOLF opportunities in Iowa? (Asked of those who named golf among the top 2 activities in which they participated the most.)



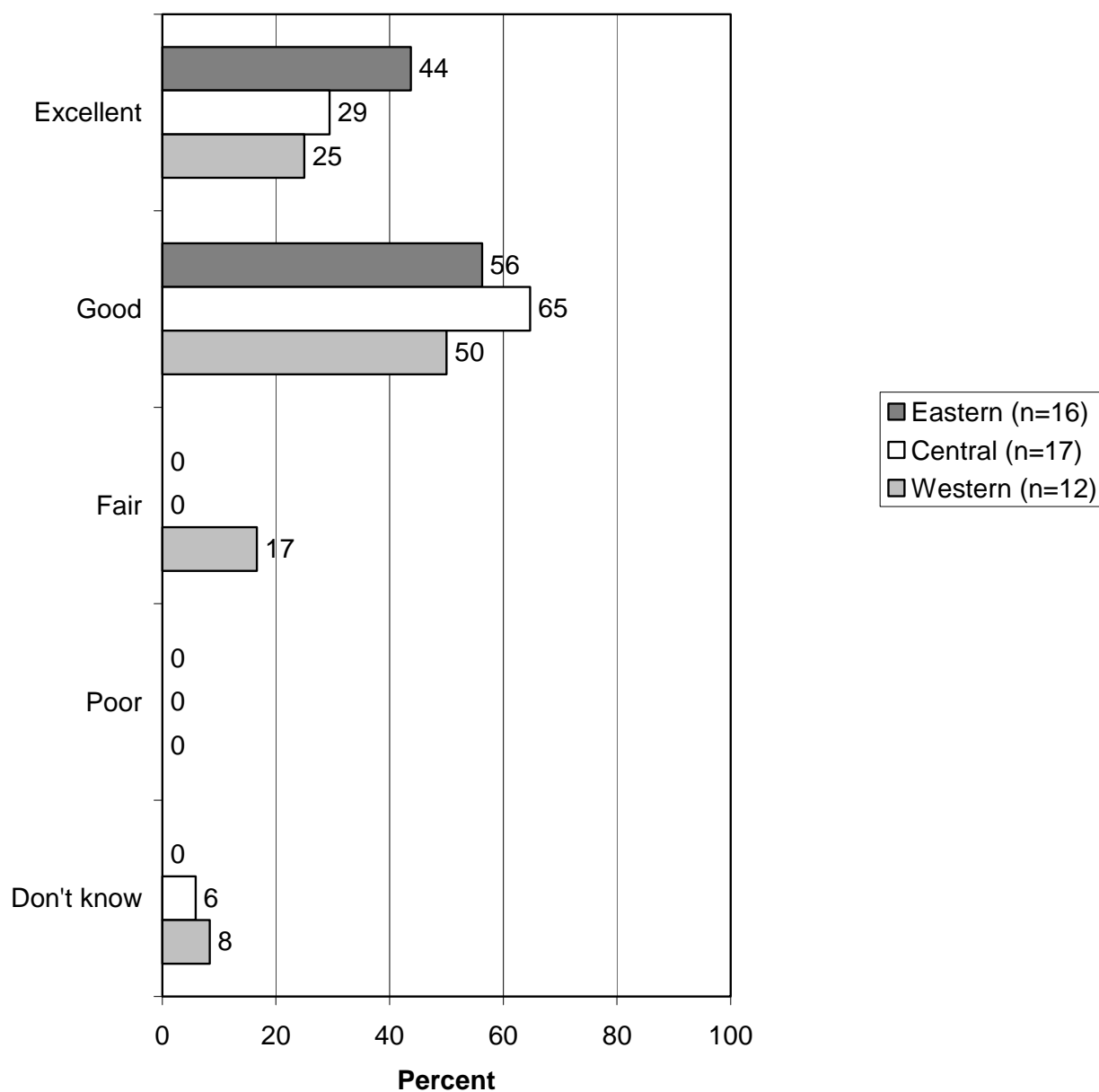
Q430, Q439. In general, how would you rate the availability of SWIMMING IN NATURAL WATERS opportunities in Iowa? (Asked of those who named swimming in natural waters among the top 2 activities in which they participated the most.)



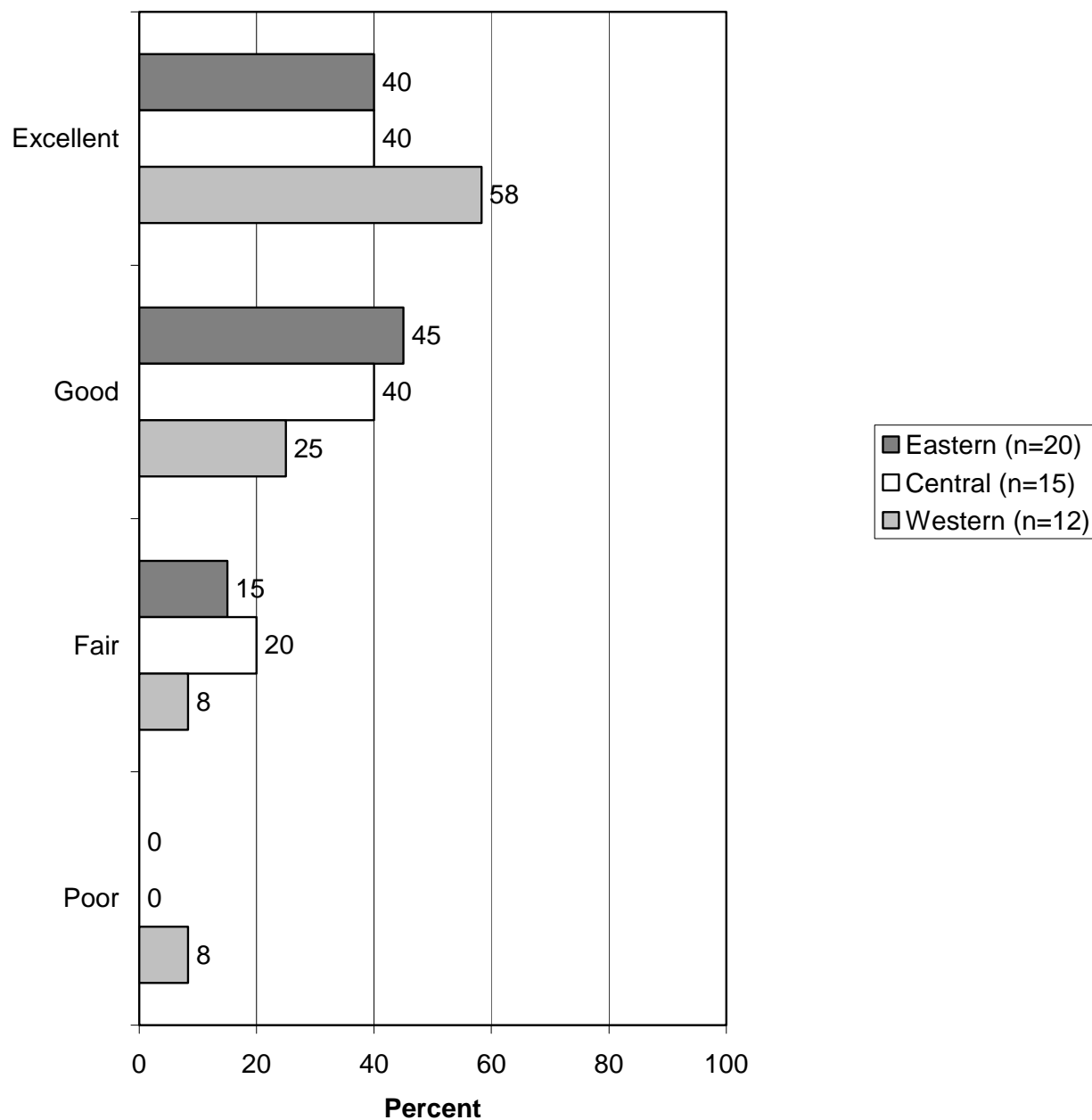
Q430, Q439. In general, how would you rate the availability of SWIMMING IN PUBLIC OUTDOOR POOLS opportunities in Iowa? (Asked of those who named swimming in public outdoor pools among the top 2 activities in which they participated the most.)



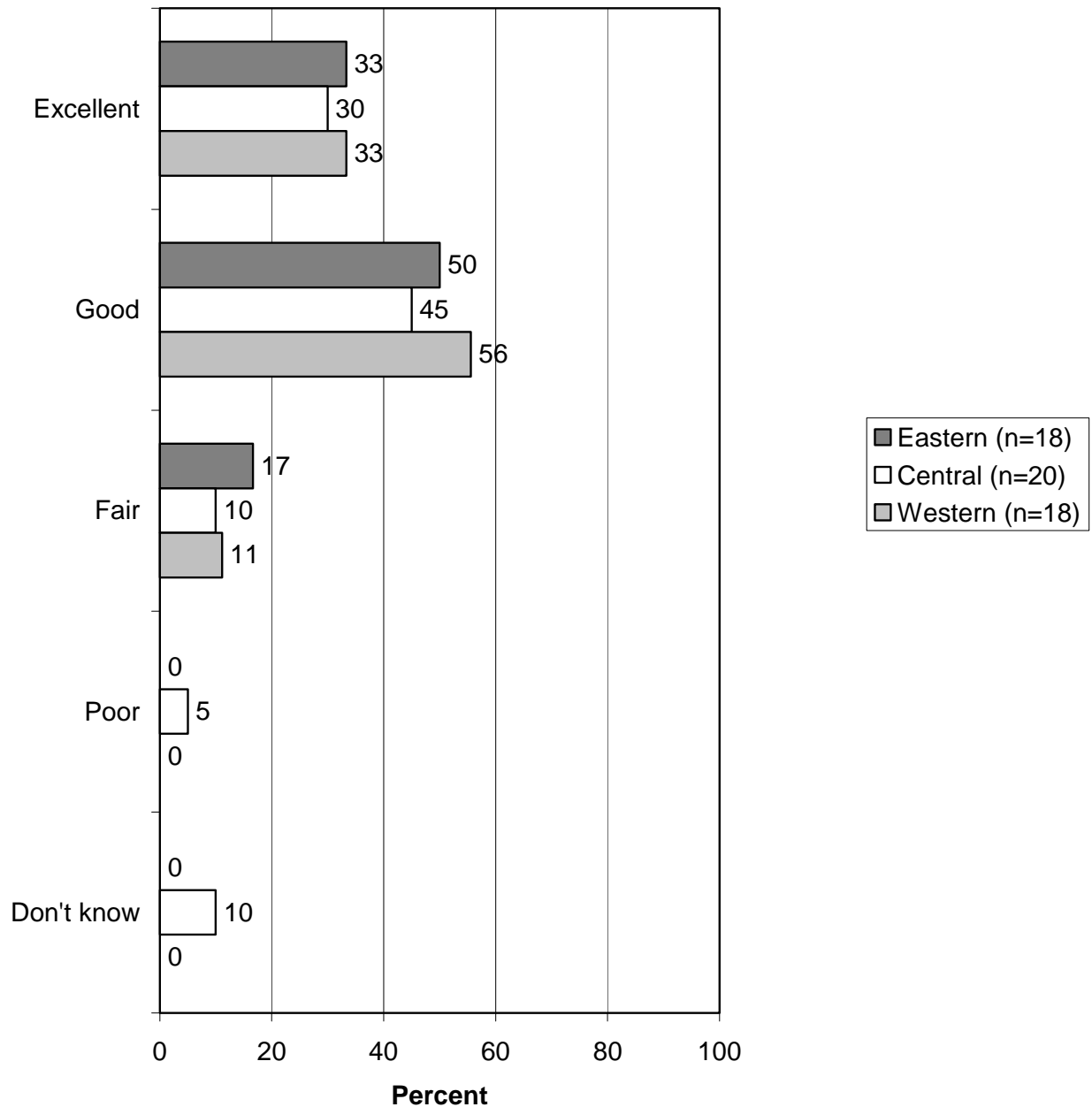
Q430, Q439. In general, how would you rate the availability of VISITING ENTERTAINMENT FACILITIES opportunities in Iowa? (Asked of those who named visiting entertainment facilities among the top 2 activities in which they participated the most.)



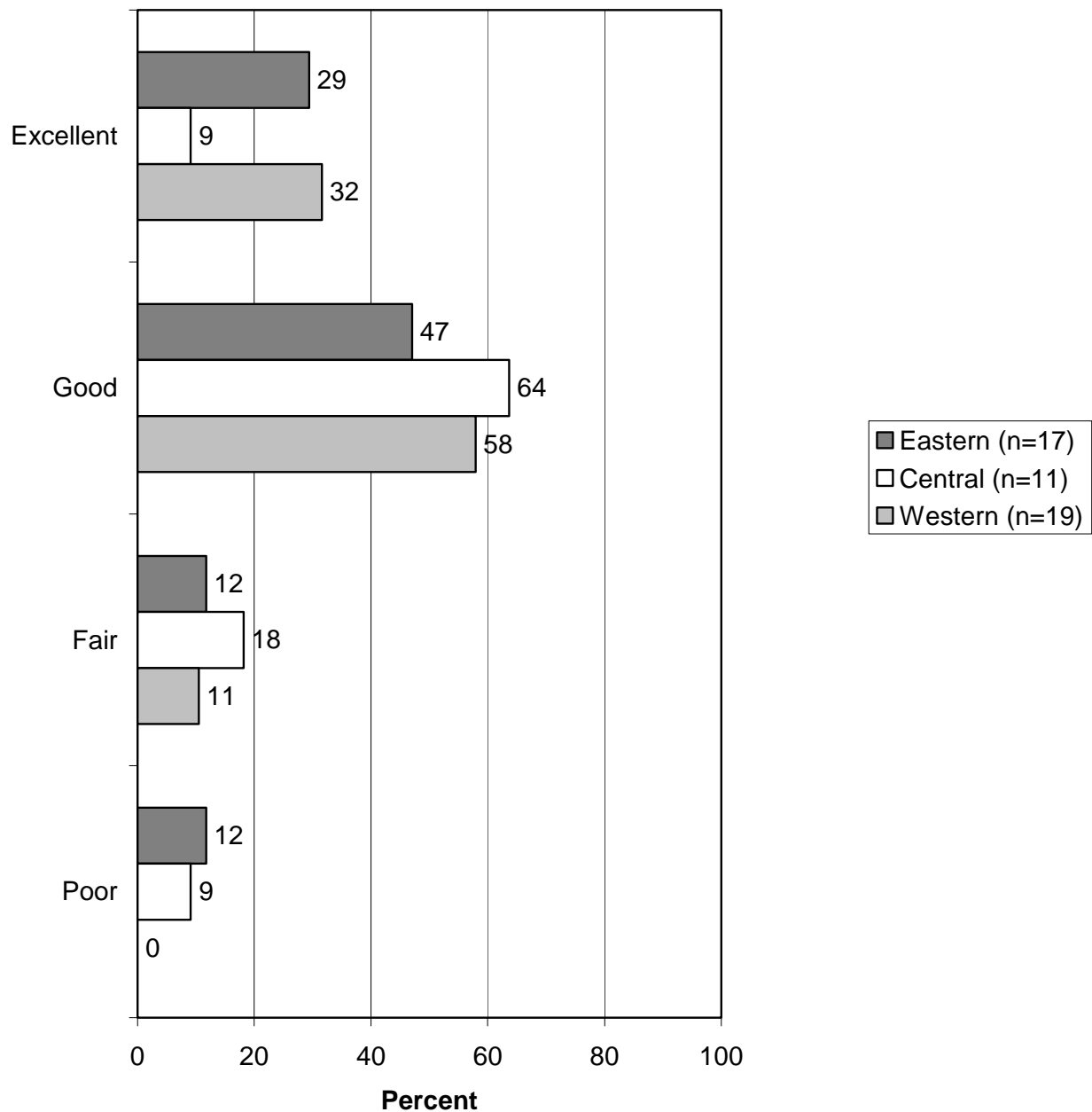
Q430, Q439. In general, how would you rate the availability of HUNTING BIG GAME opportunities in Iowa? (Asked of those who named hunting big game among the top 2 activities in which they participated the most.)



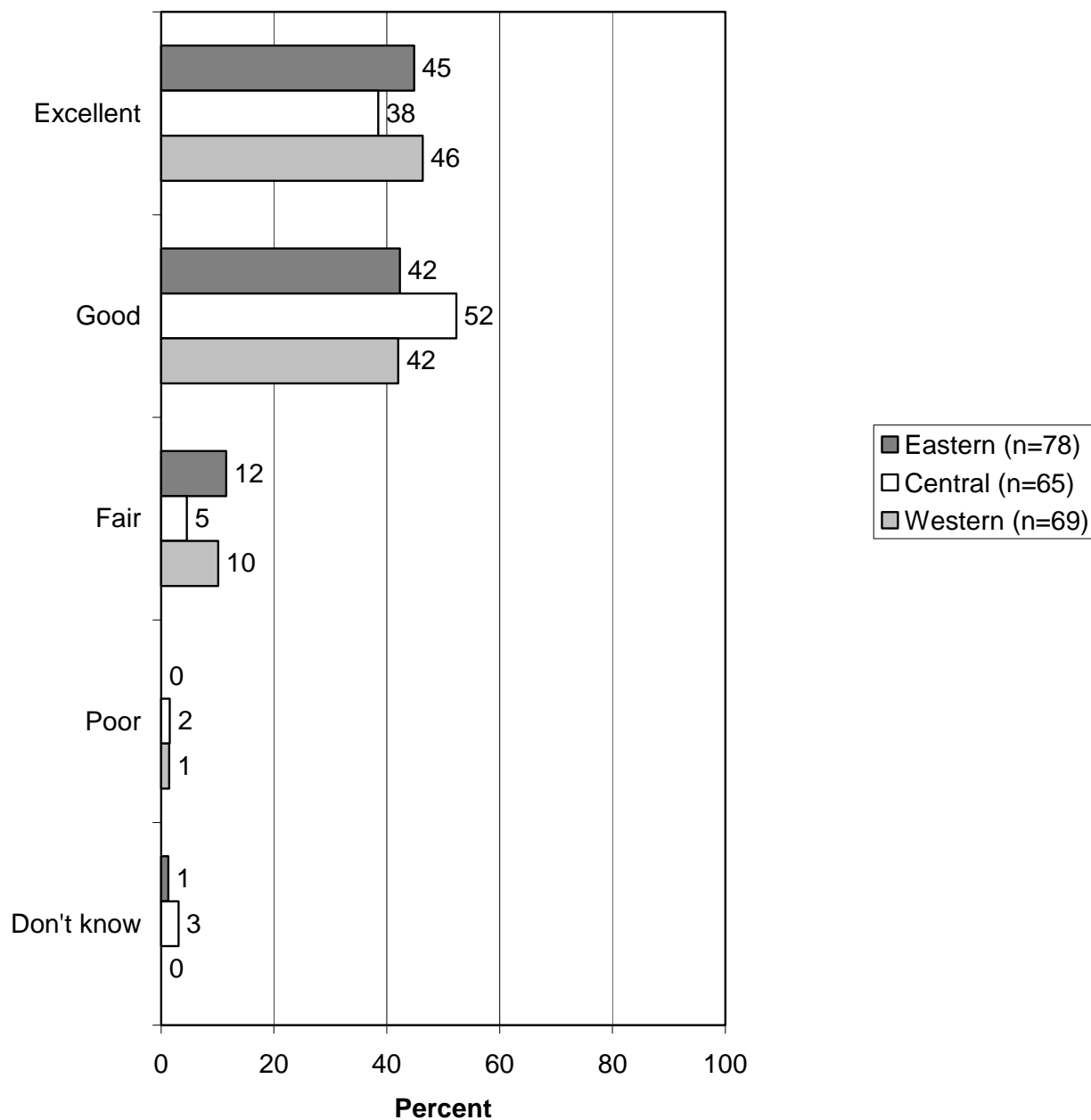
Q430, Q439. In general, how would you rate the availability of FISHING FROM THE SHORE opportunities in Iowa? (Asked of those who named fishing from the shore among the top 2 activities in which they participated the most.)



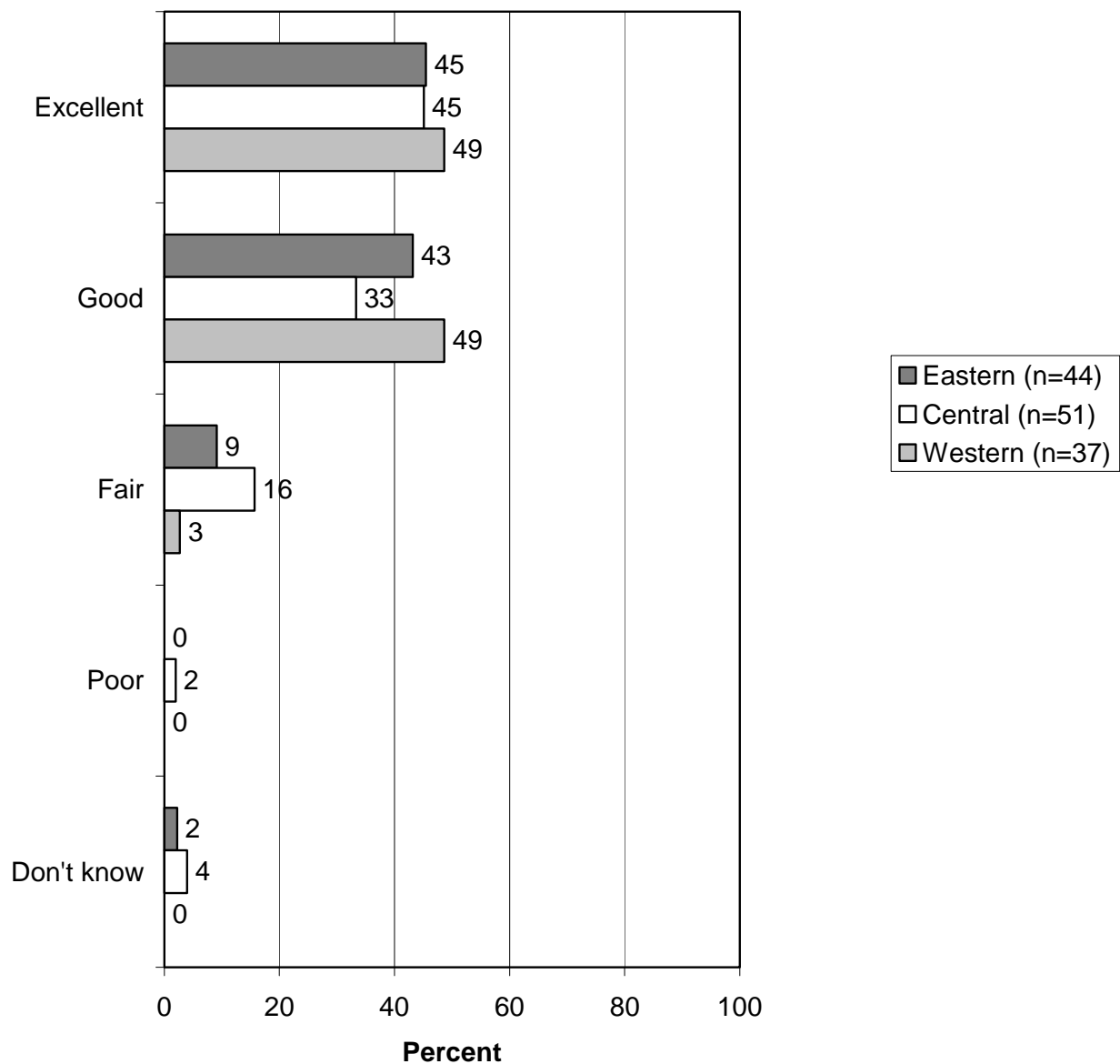
Q430, Q439. In general, how would you rate the availability of FISHING FROM A BOAT opportunities in Iowa? (Asked of those who named fishing from a boat among the top 2 activities in which they participated the most.)



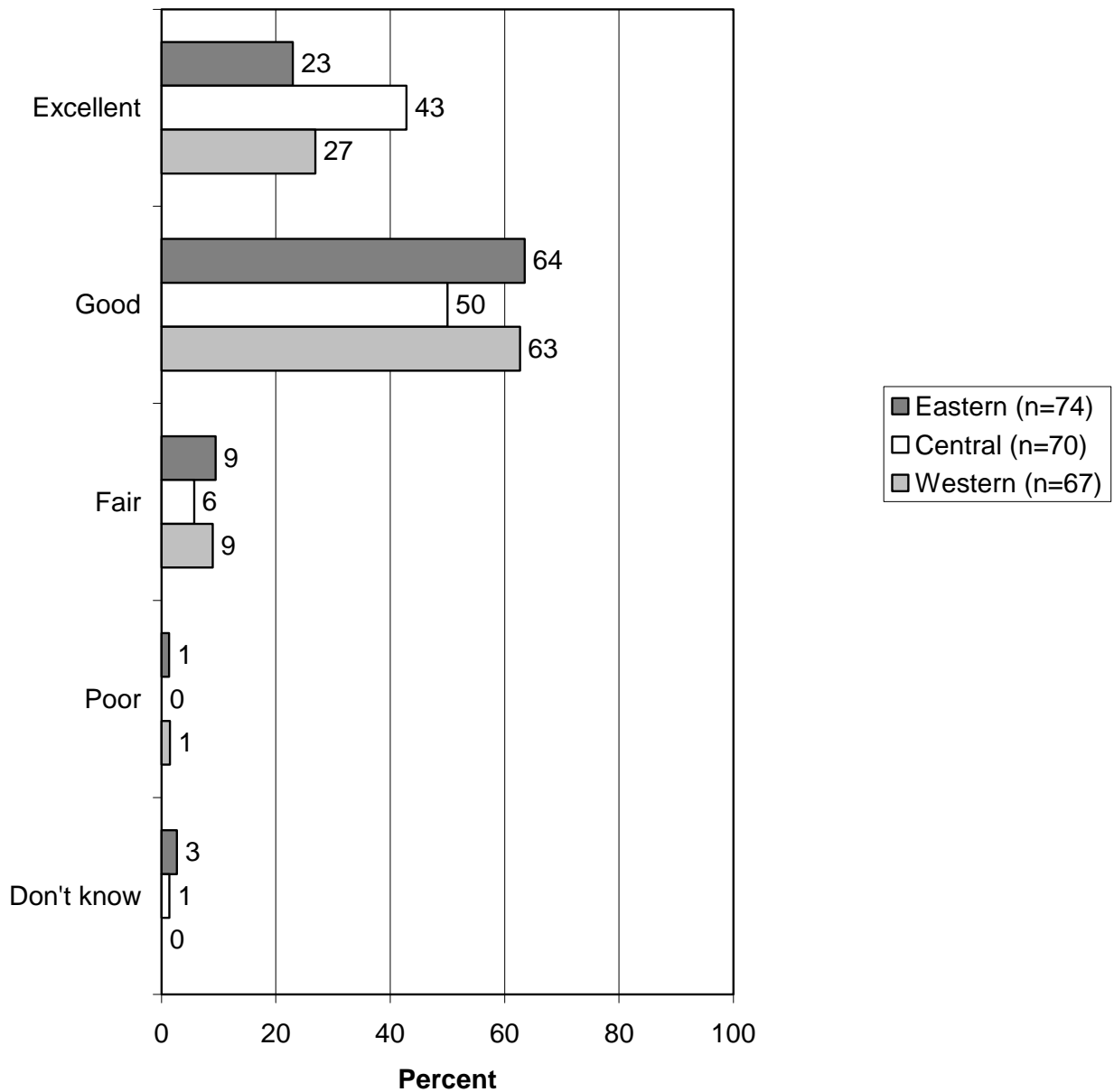
Q430, Q439. In general, how would you rate the availability of DRIVING FOR PLEASURE opportunities in Iowa? (Asked of those who named driving for pleasure among the top 2 activities in which they participated the most.)



Q430, Q439. In general, how would you rate the availability of OBSERVING, FEEDING, OR PHOTOGRAPHING WILDLIFE NEAR HOME opportunities in Iowa? (Asked of those who named observing, feeding, or photographing wildlife near home among the top 2 activities in which they participated the most.)

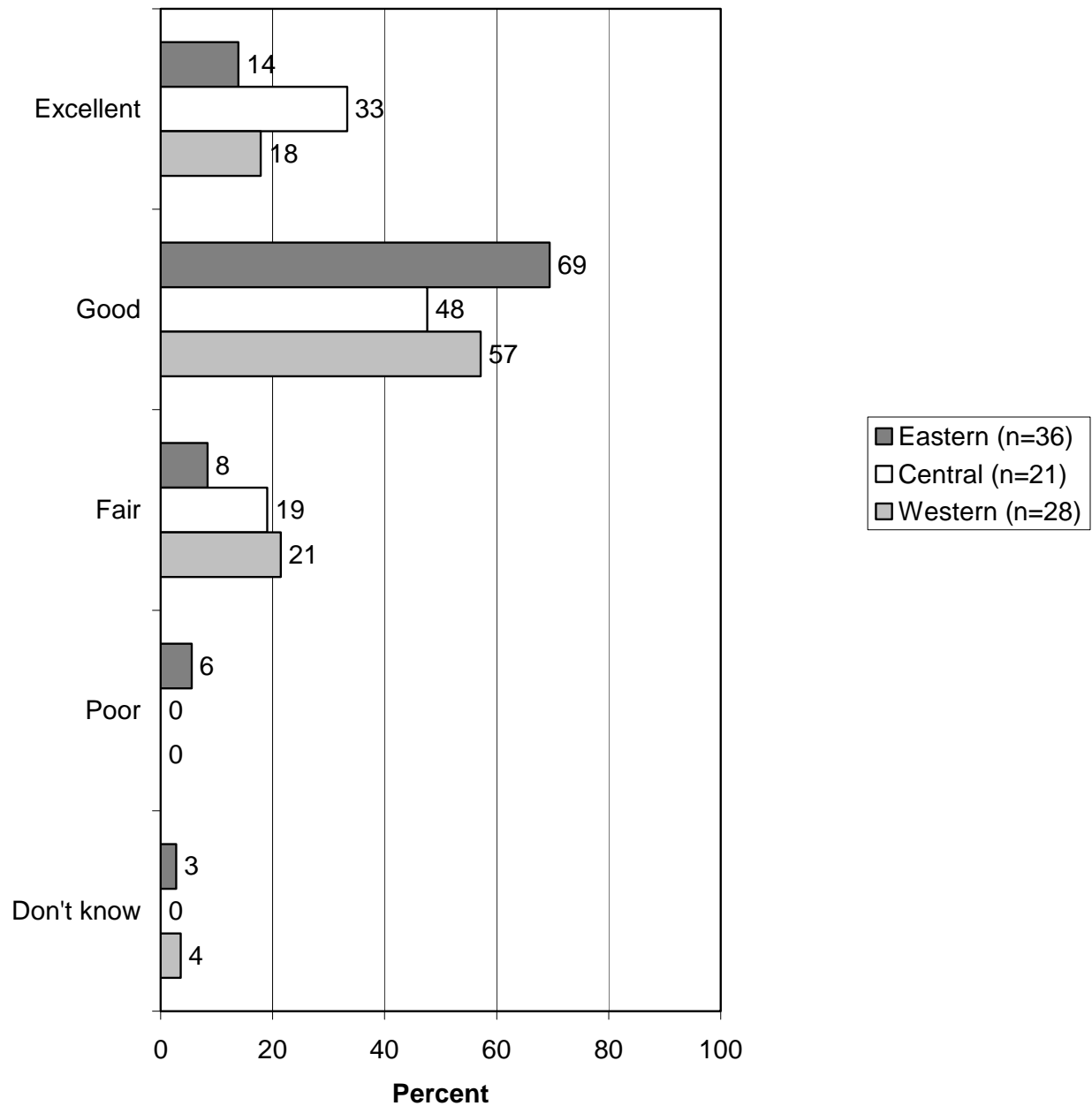


Q430, Q439. In general, how would you rate the availability of FAMILY ORIENTED OUTDOOR ACTIVITIES opportunities in Iowa? (Asked of those who named family oriented outdoor activities among the top 2 activities in which they participated the most.)

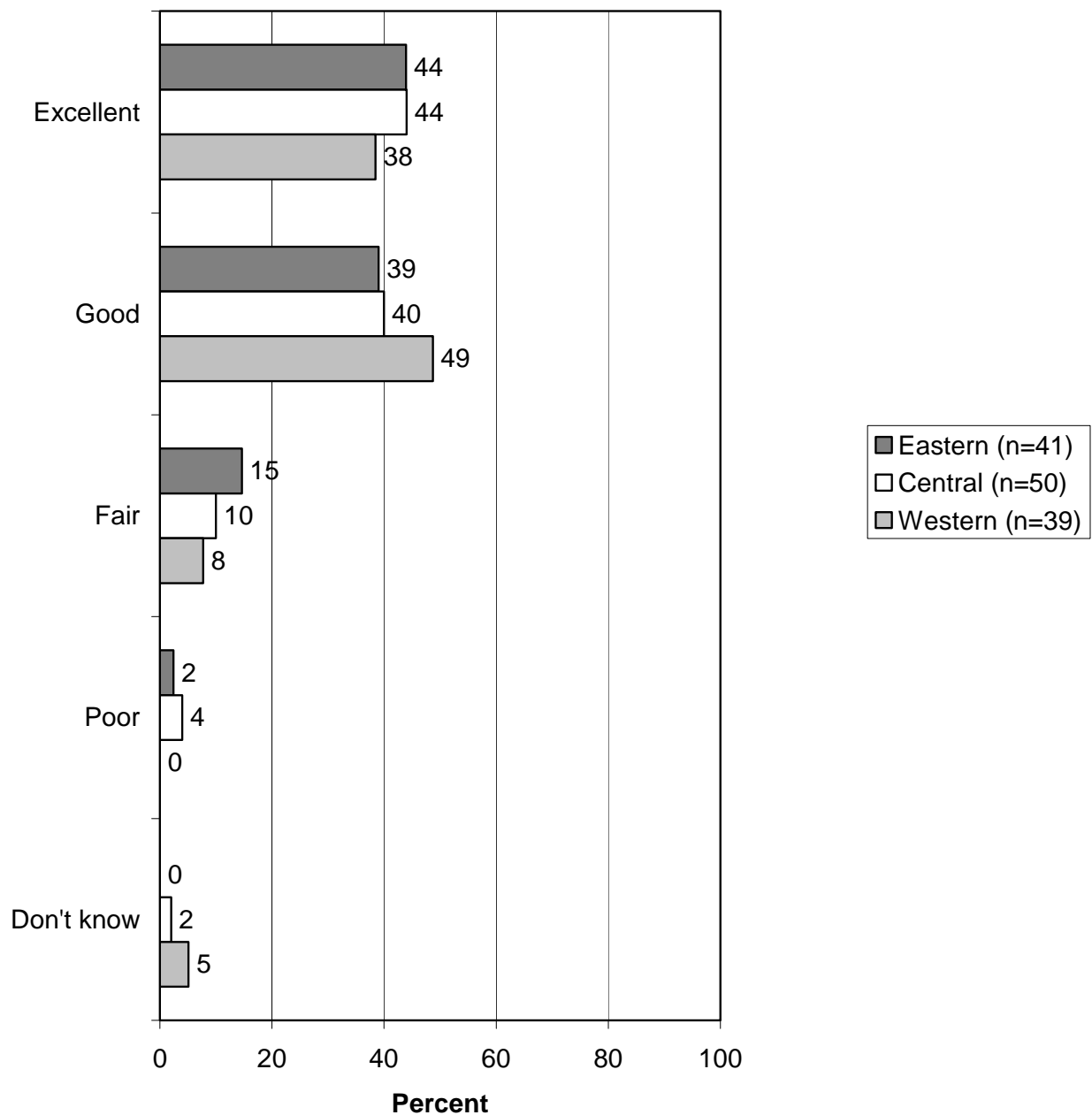


RATINGS OF STATE'S EFFORTS TO PROVIDE OPPORTUNITIES FOR ACTIVITIES

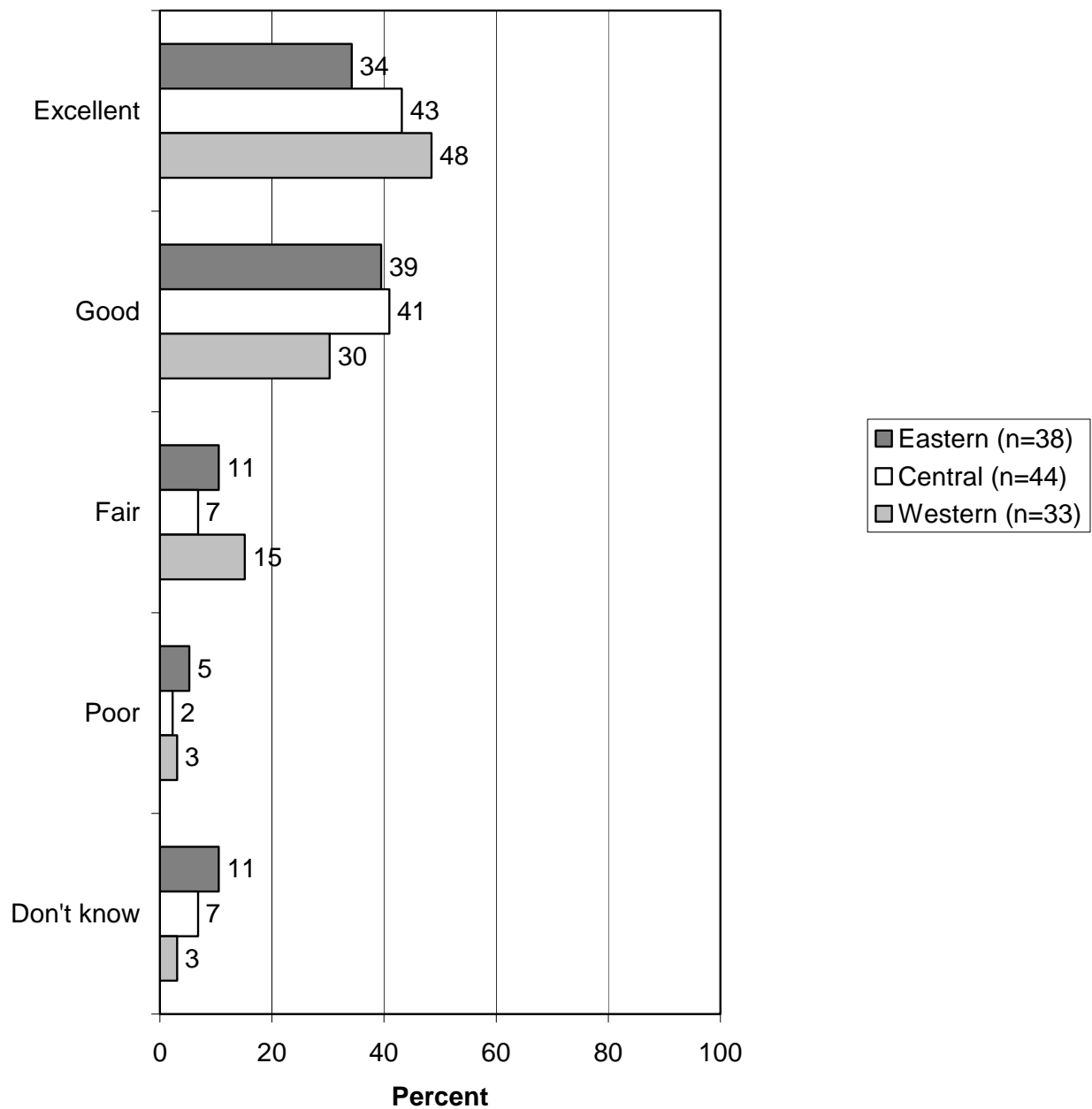
Q432, Q441. In general, how would you rate the state's efforts to provide HIKING opportunities? (Asked of those who named hiking among the top 2 activities in which they participated the most.)



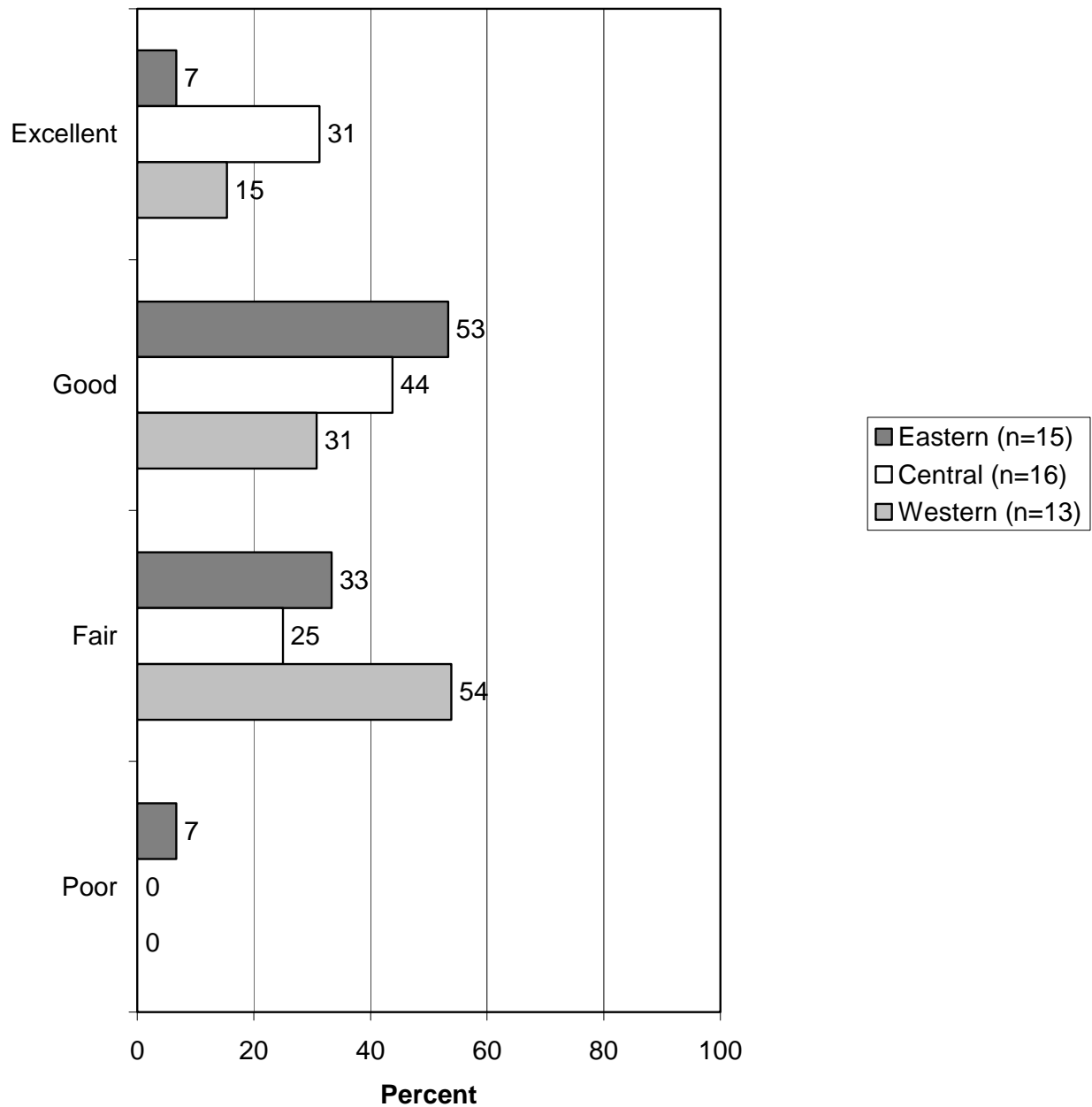
Q432, Q441. In general, how would you rate the state's efforts to provide TRAIL USE FOR PHYSICAL FITNESS opportunities? (Asked of those who named trail use for physical fitness among the top 2 activities in which they participated the most.)



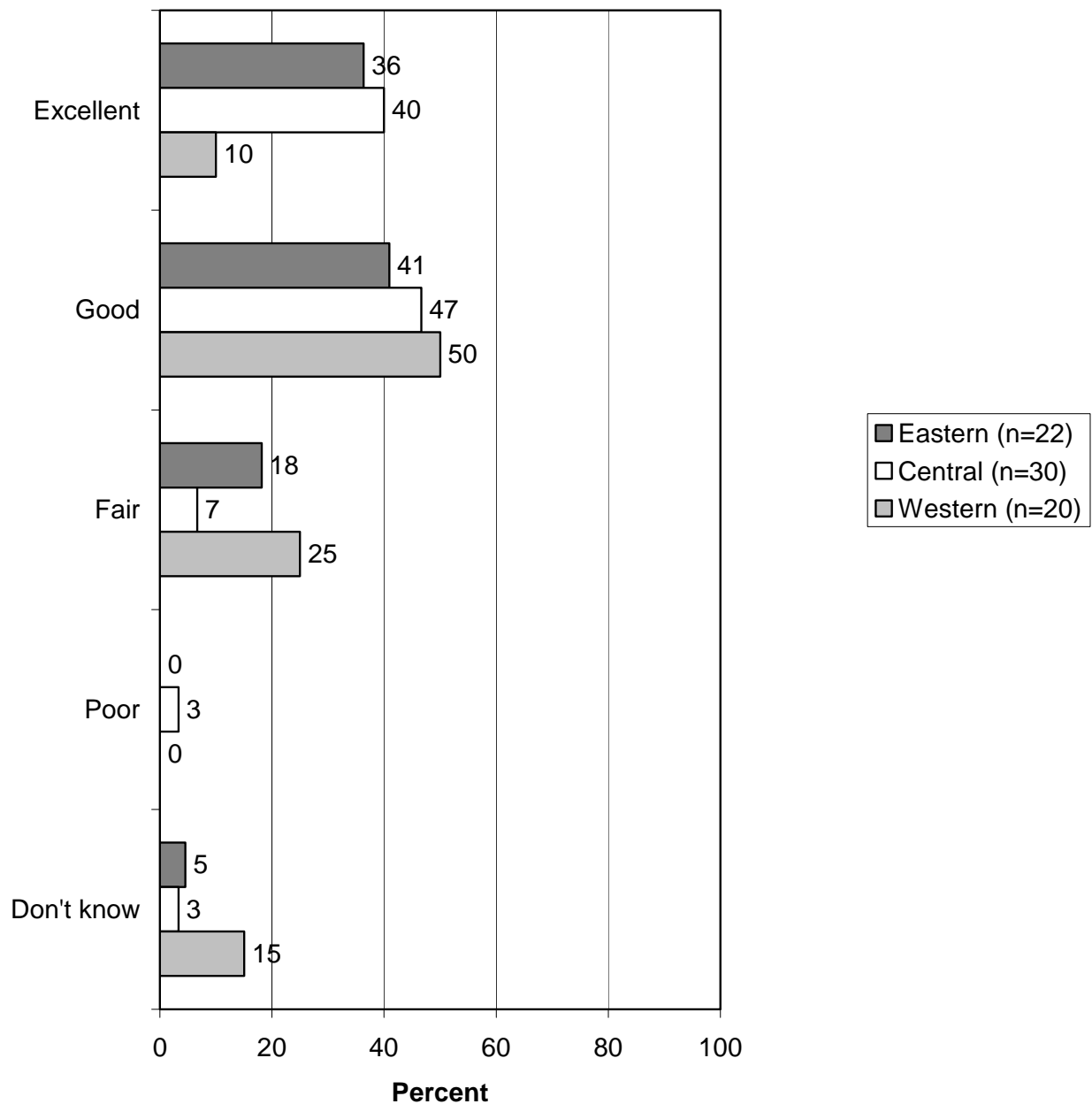
Q432, Q441. In general, how would you rate the state's efforts to provide GOLF opportunities? (Asked of those who named golf among the top 2 activities in which they participated the most.)



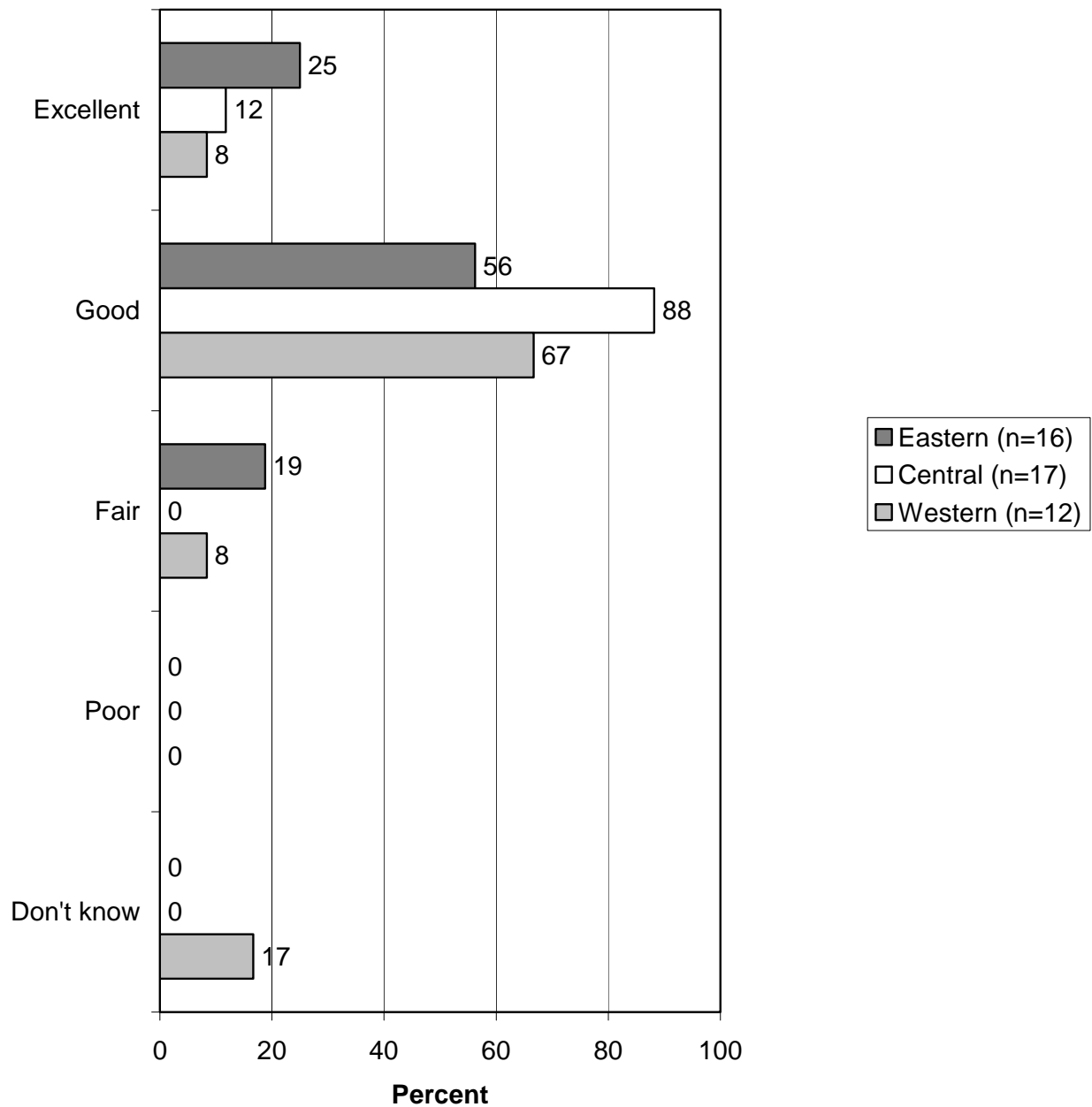
Q432, Q441. In general, how would you rate the state's efforts to provide SWIMMING IN NATURAL WATERS opportunities? (Asked of those who named swimming in natural waters among the top 2 activities in which they participated the most.)



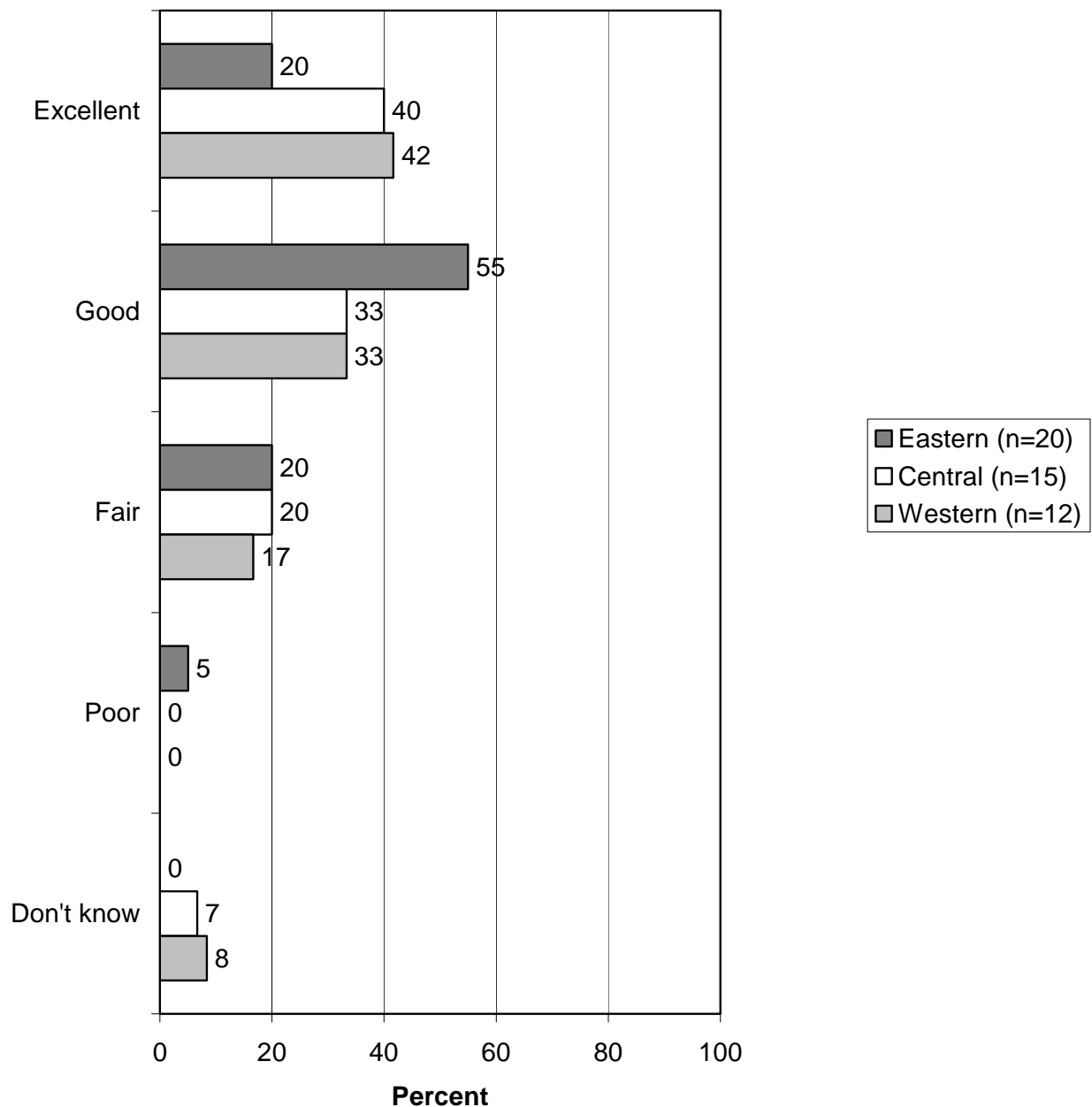
Q432, Q441. In general, how would you rate the state's efforts to provide SWIMMING IN PUBLIC OUTDOOR POOLS opportunities? (Asked of those who named swimming in public outdoor pools among the top 2 activities in which they participated the most.)



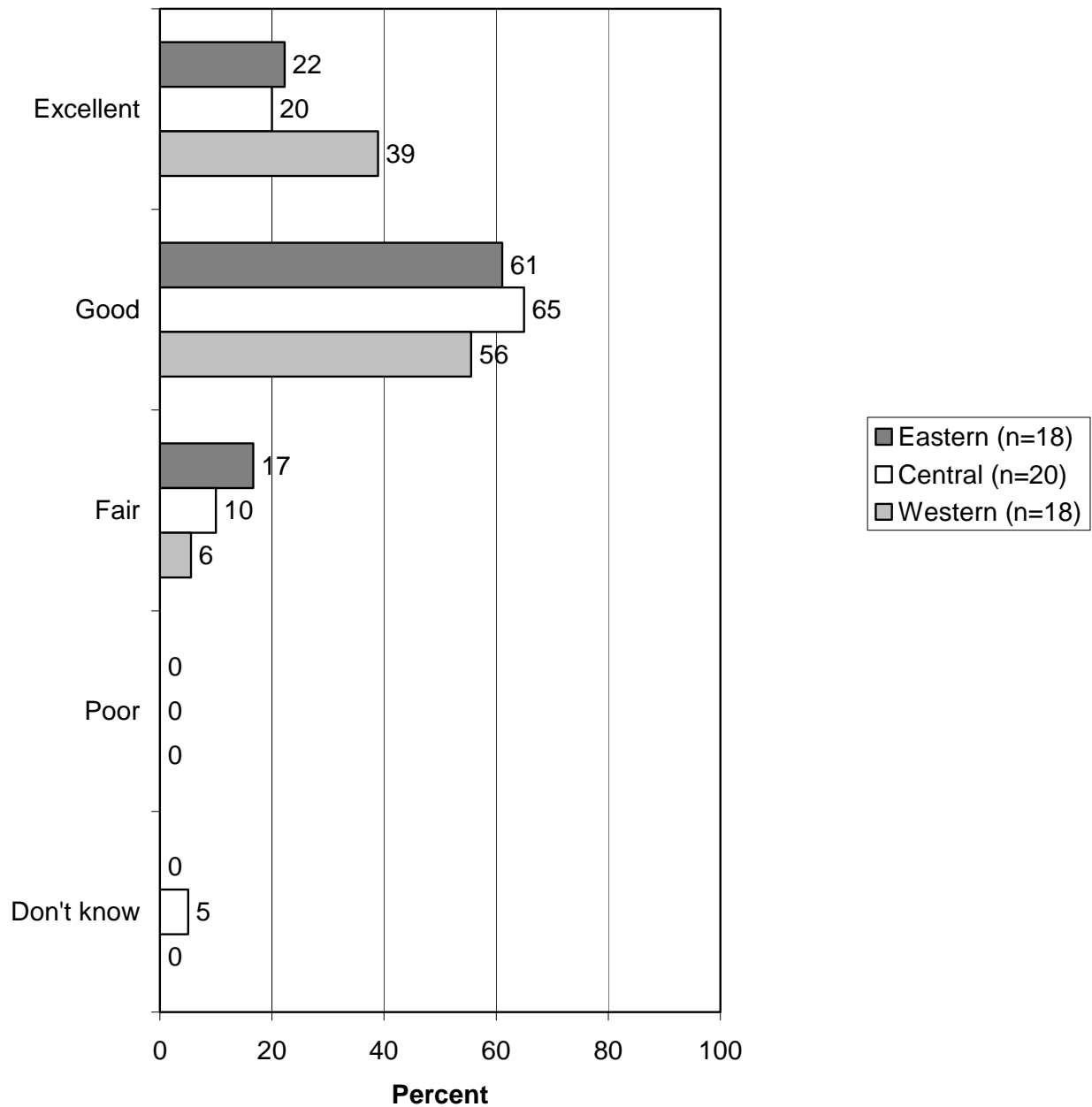
Q432, Q441. In general, how would you rate the state's efforts to provide VISITING ENTERTAINMENT FACILITIES opportunities? (Asked of those who named visiting entertainment facilities among the top 2 activities in which they participated the most.)



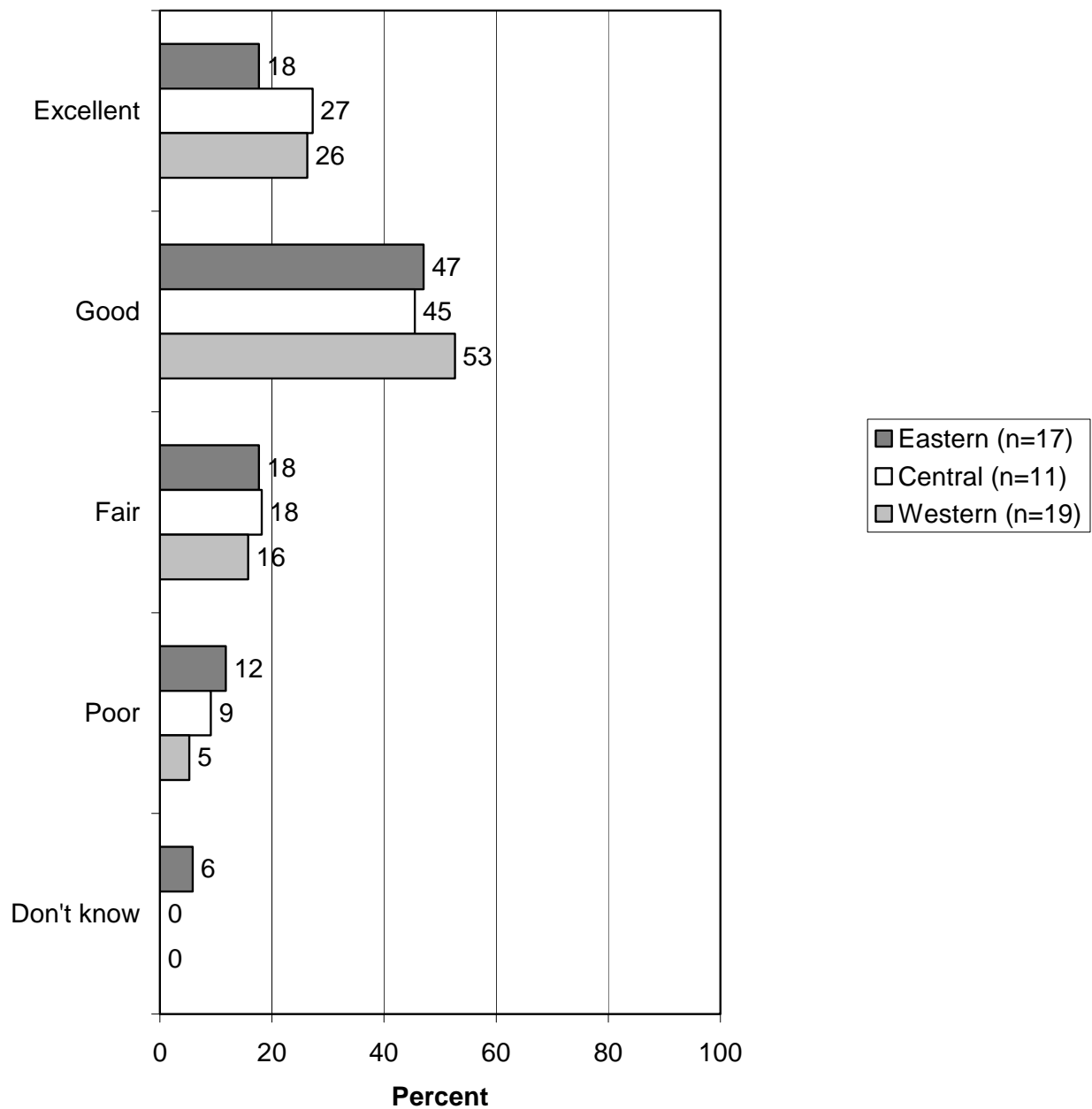
**Q432, Q441. In general, how would you rate the state's efforts to provide HUNTING BIG GAME opportunities?
(Asked of those who named hunting big game among the top 2 activities in which they participated the most.)**



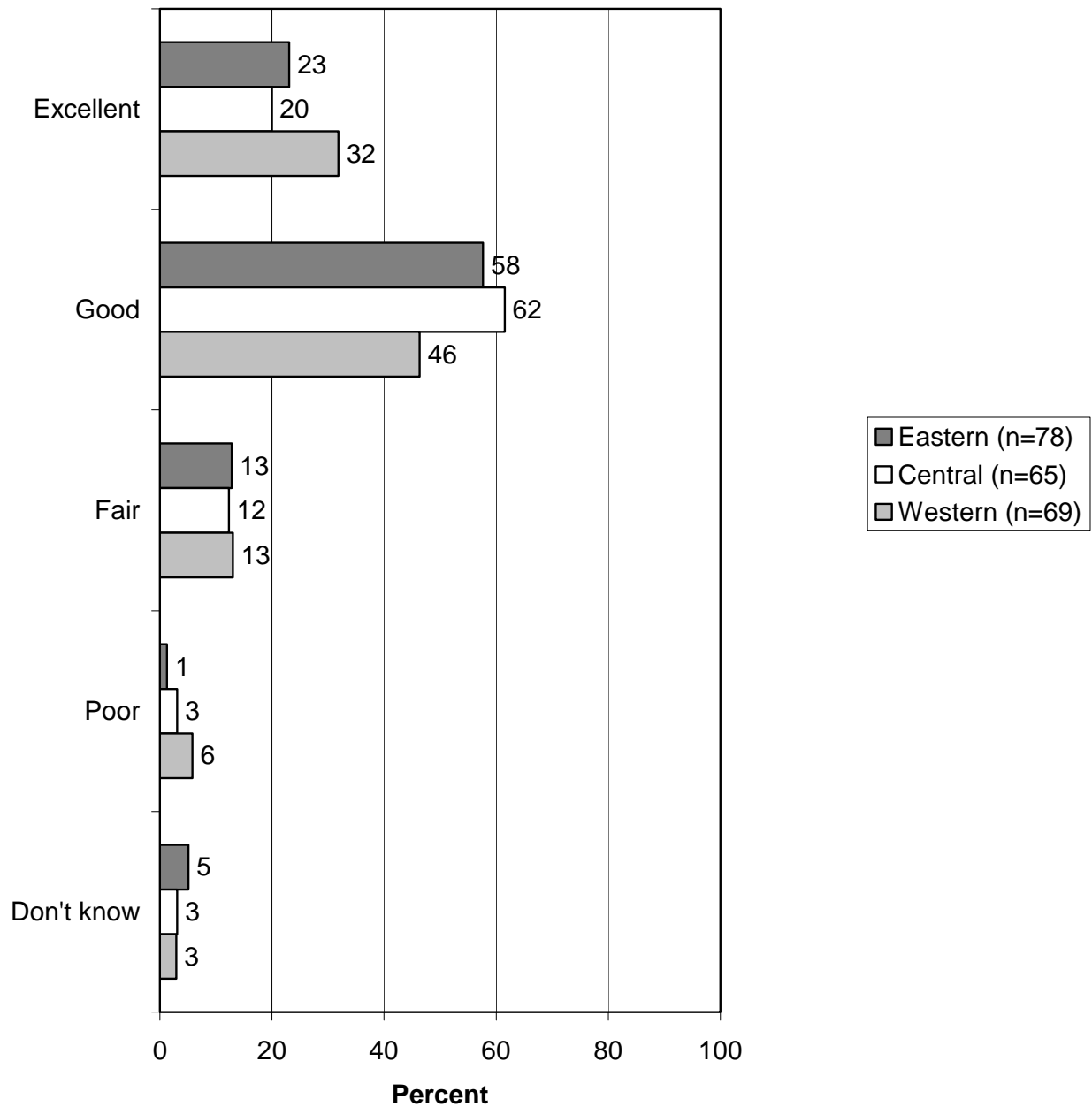
Q432, Q441. In general, how would you rate the state's efforts to provide FISHING FROM THE SHORE opportunities? (Asked of those who named fishing from the shore among the top 2 activities in which they participated the most.)



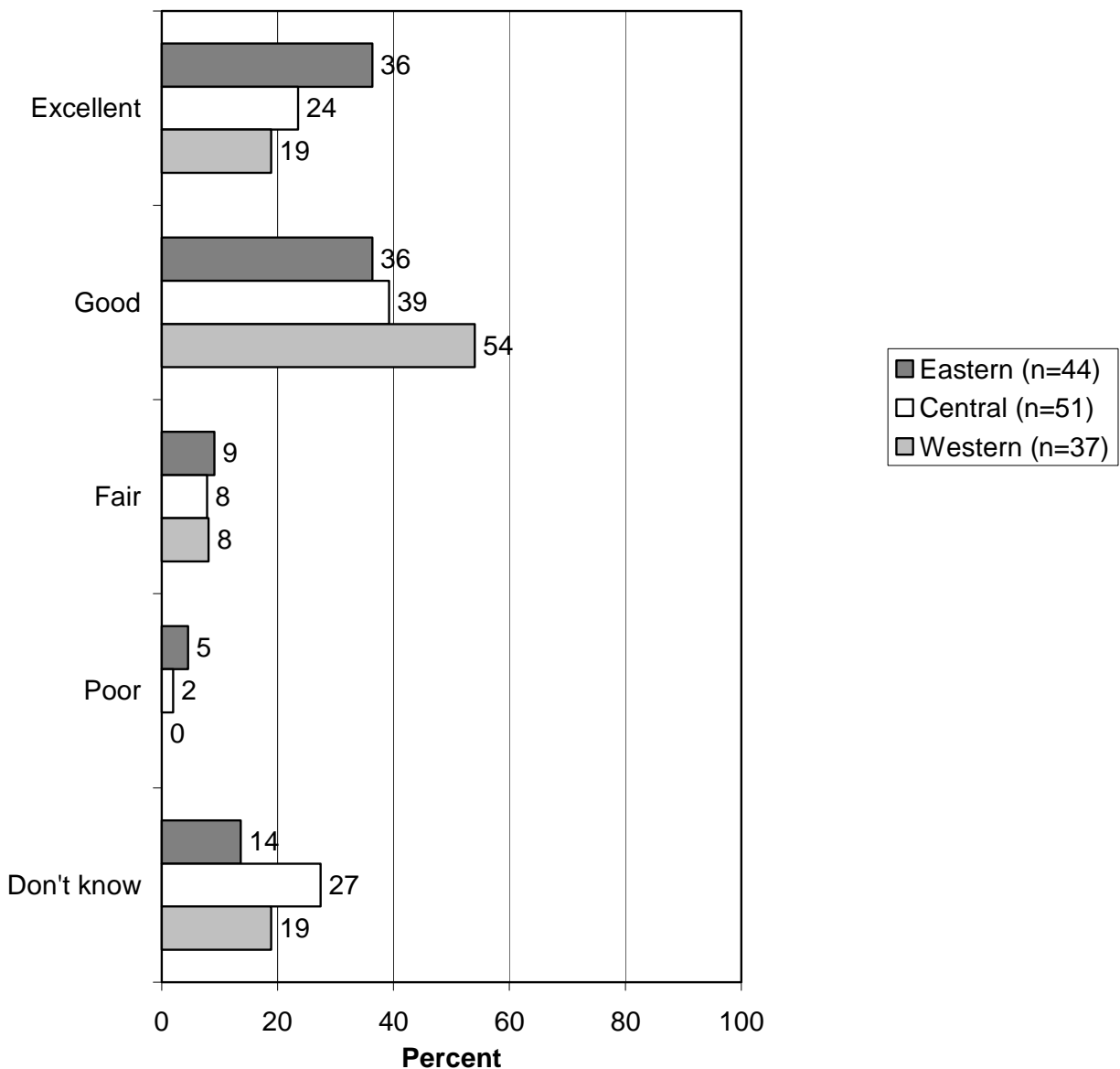
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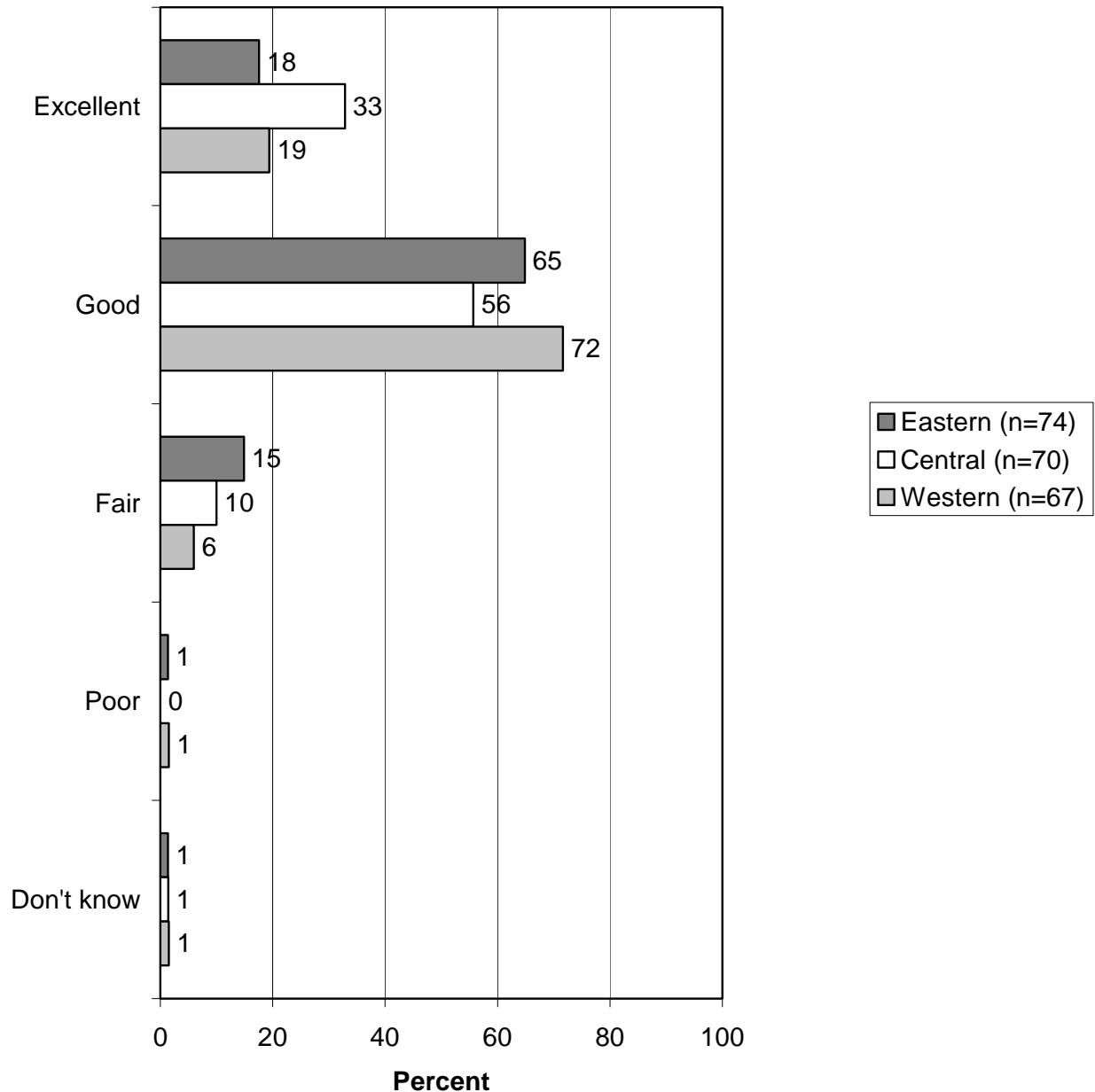
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Q432, Q441. In general, how would you rate the state's efforts to provide OBSERVING, FEEDING, OR PHOTOGRAPHING WILDLIFE NEAR HOME opportunities? (Asked of those who named observing, feeding, or photographing wildlife near home among the top 2 activities in which they participated the most.)

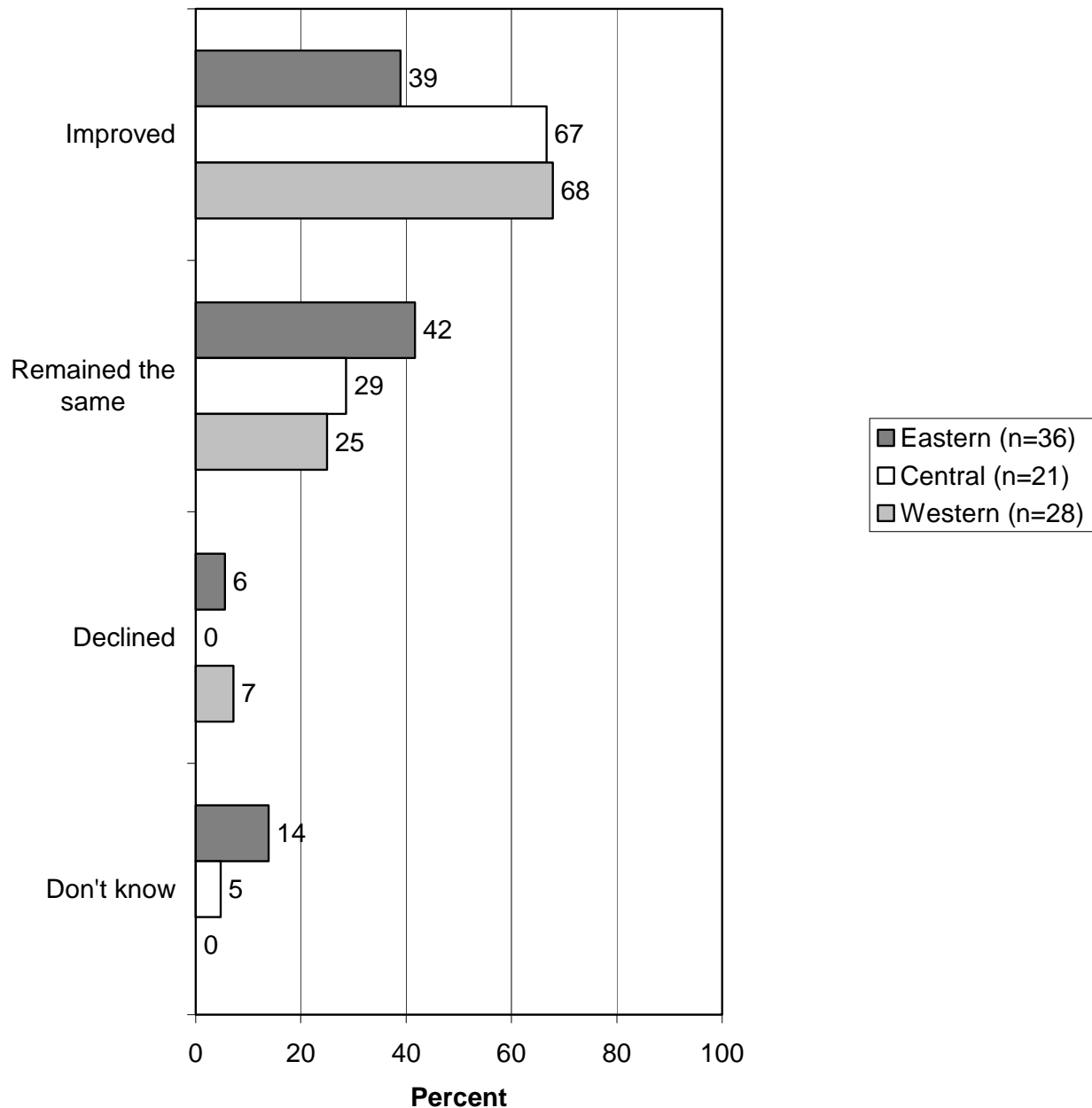


Q432, Q441. In general, how would you rate the state's efforts to provide FAMILY ORIENTED OUTDOOR ACTIVITIES opportunities? (Asked of those who named family oriented outdoor activities among the top 2 activities in which they participated the most.)

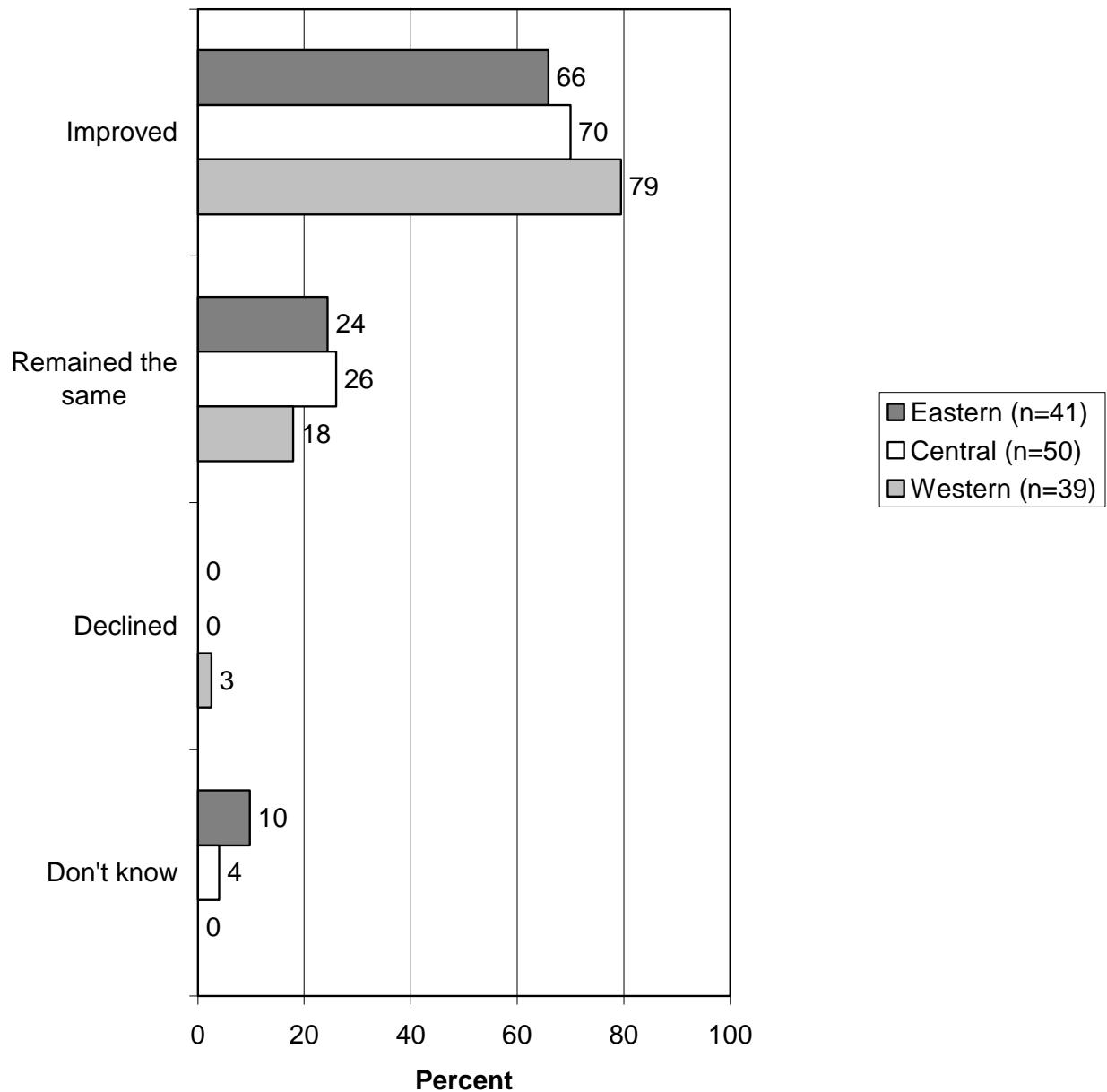


PERCEPTIONS OF TRENDS IN QUALITY OF ACTIVITIES

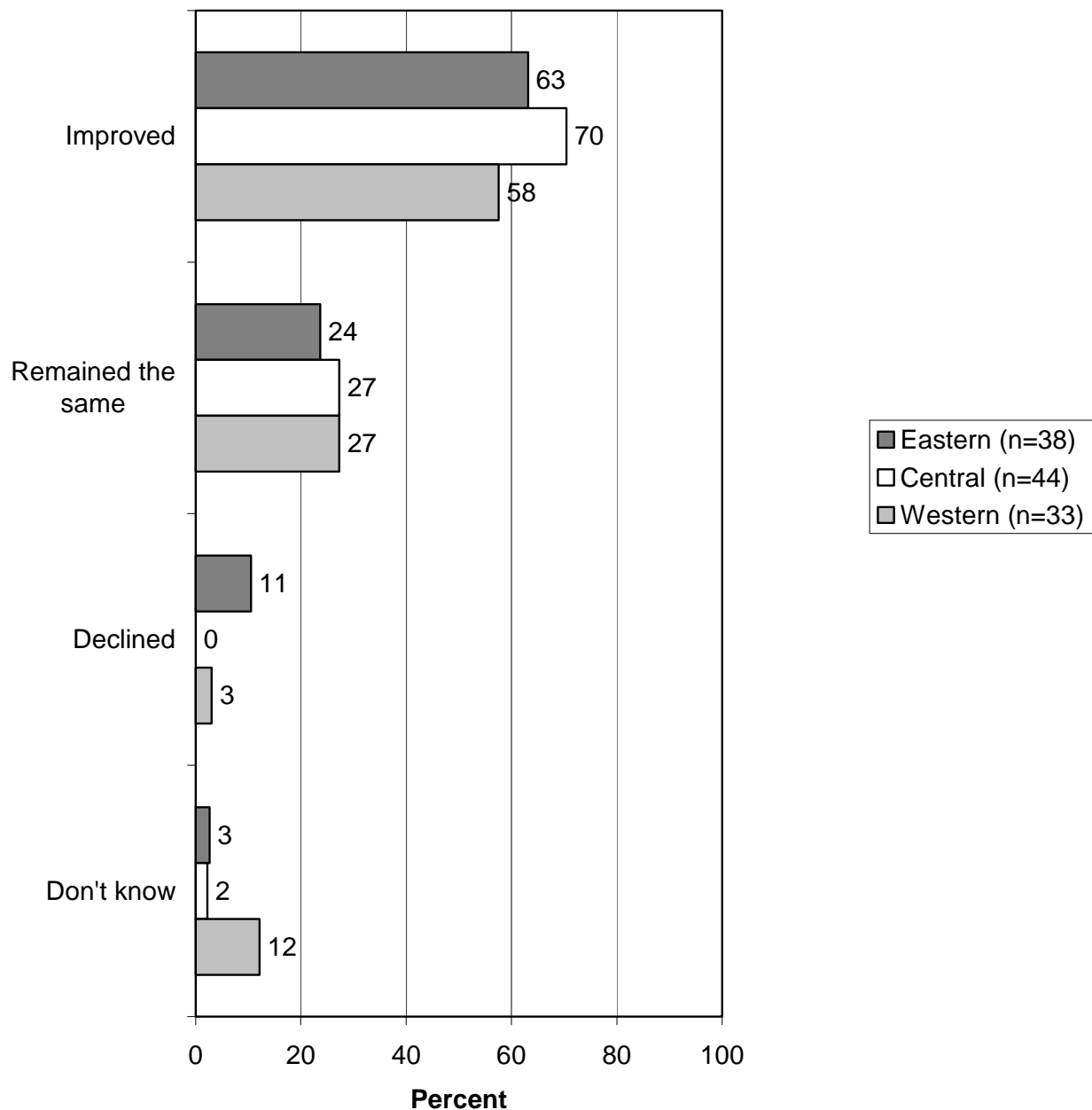
Q433, Q442. In the last five years, do you think the quality of HIKING in Iowa has improved, remained the same, or declined? (Asked of those who named hiking among the top 2 activities in which they participated the most.)



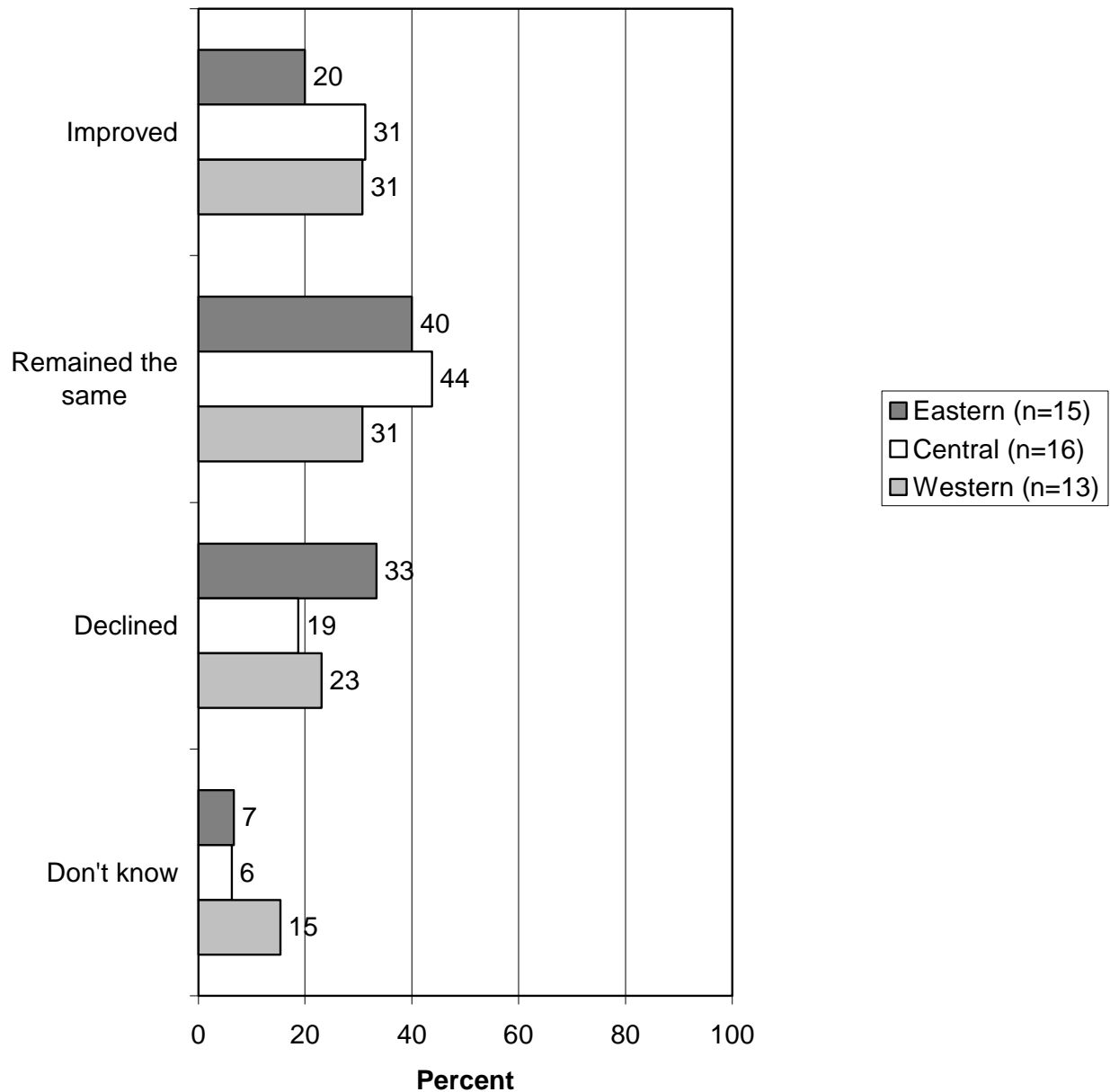
Q433, Q442. In the last five years, do you think the quality of TRAIL USE FOR PHYSICAL FITNESS in Iowa has improved, remained the same, or declined? (Asked of those who named trail use for physical fitness among the top 2 activities in which they participated the most.)



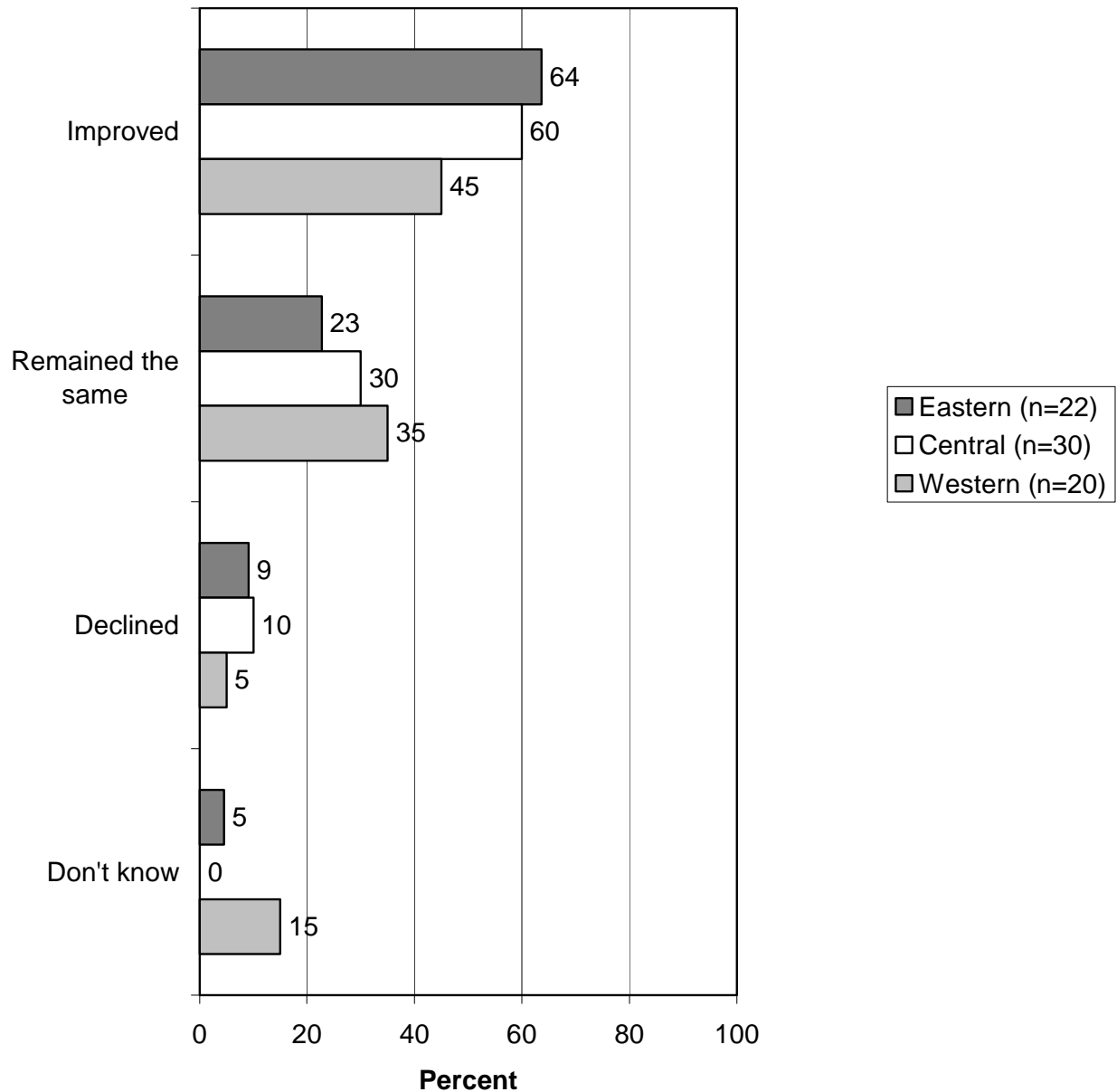
Q433, Q442. In the last five years, do you think the quality of GOLF in Iowa has improved, remained the same, or declined? (Asked of those who named golf among the top 2 activities in which they participated the most.)



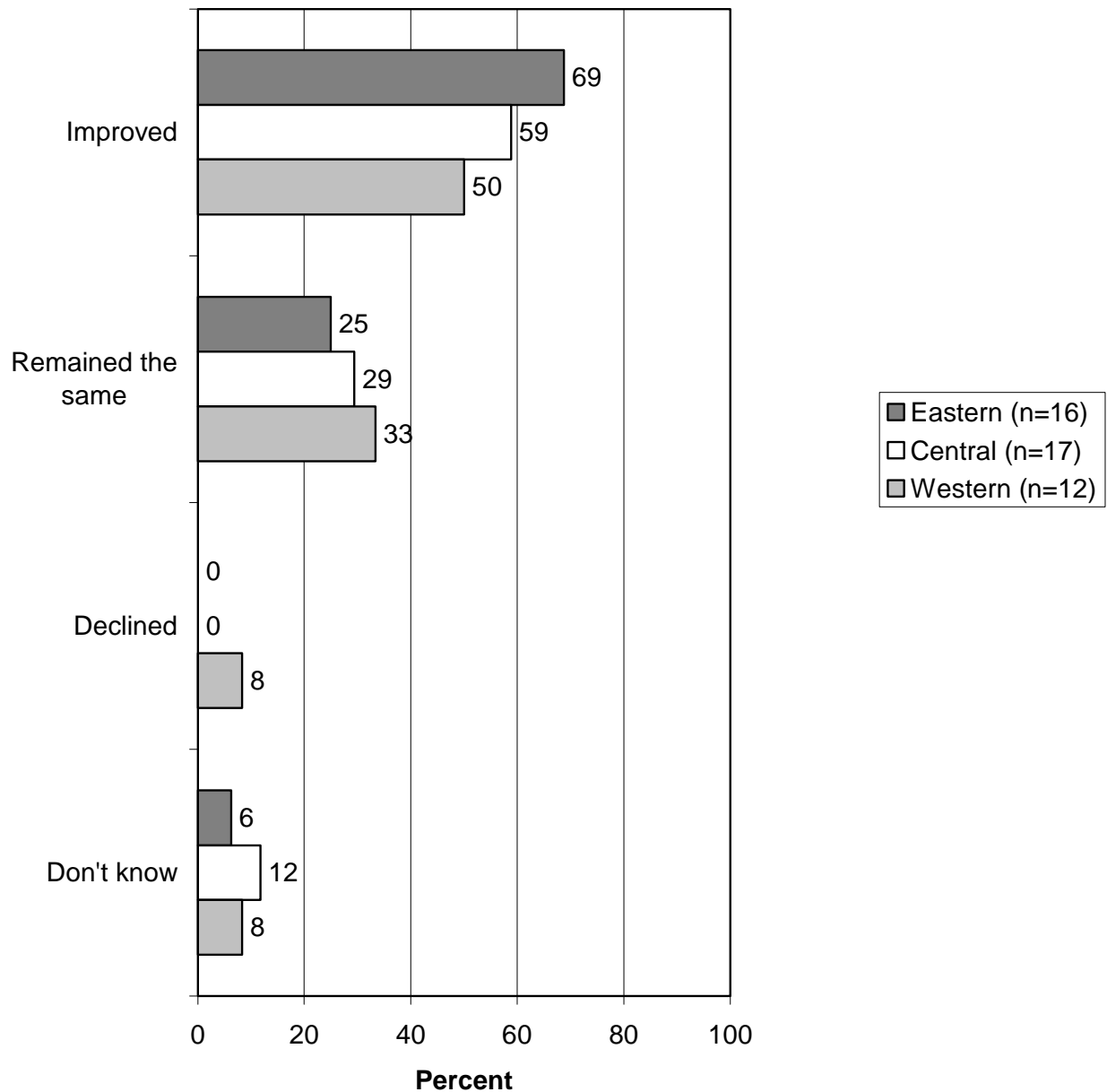
Q433, Q442. In the last five years, do you think the quality of SWIMMING IN NATURAL WATERS in Iowa has improved, remained the same, or declined? (Asked of those who named swimming in natural waters among the top 2 activities in which they participated the most.)



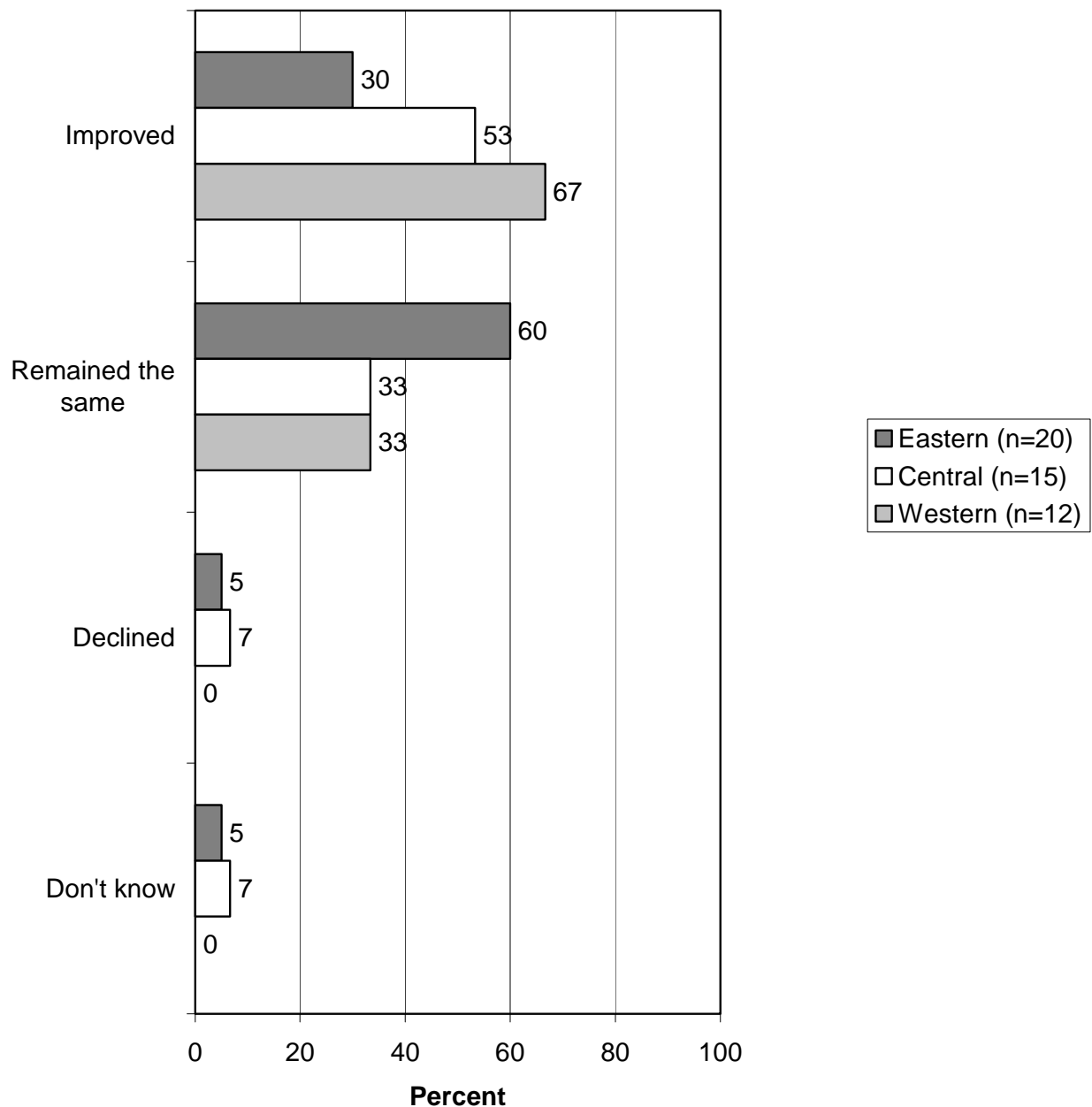
Q433, Q442. In the last five years, do you think the quality of SWIMMING IN PUBLIC OUTDOOR POOLS in Iowa has improved, remained the same, or declined? (Asked of those who named swimming in public outdoor pools among the top 2 activities in which they participated the most.)



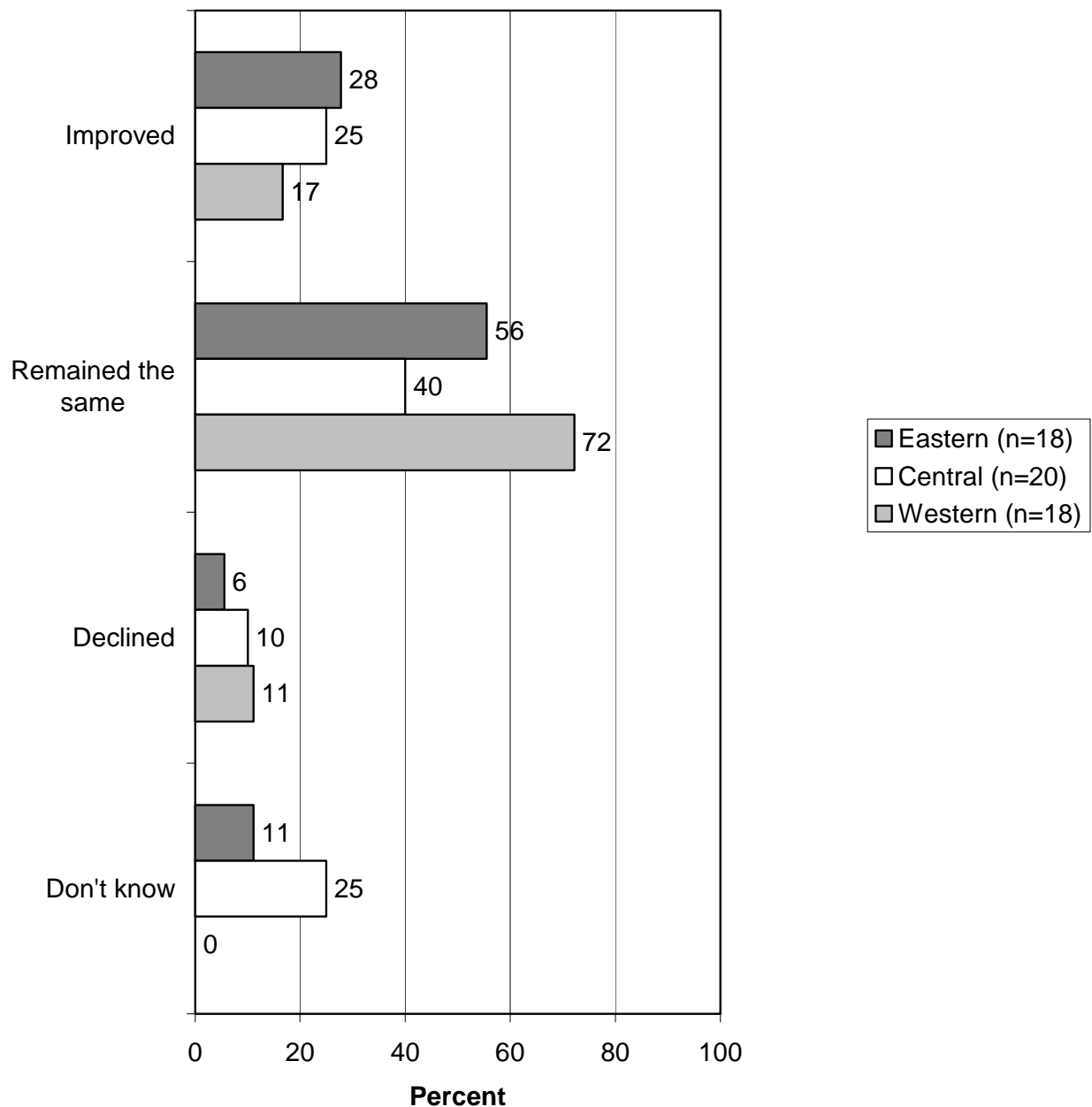
Q433, Q442. In the last five years, do you think the quality of VISITING ENTERTAINMENT FACILITIES in Iowa has improved, remained the same, or declined? (Asked of those who named visiting entertainment facilities among the top 2 activities in which they participated the most.)



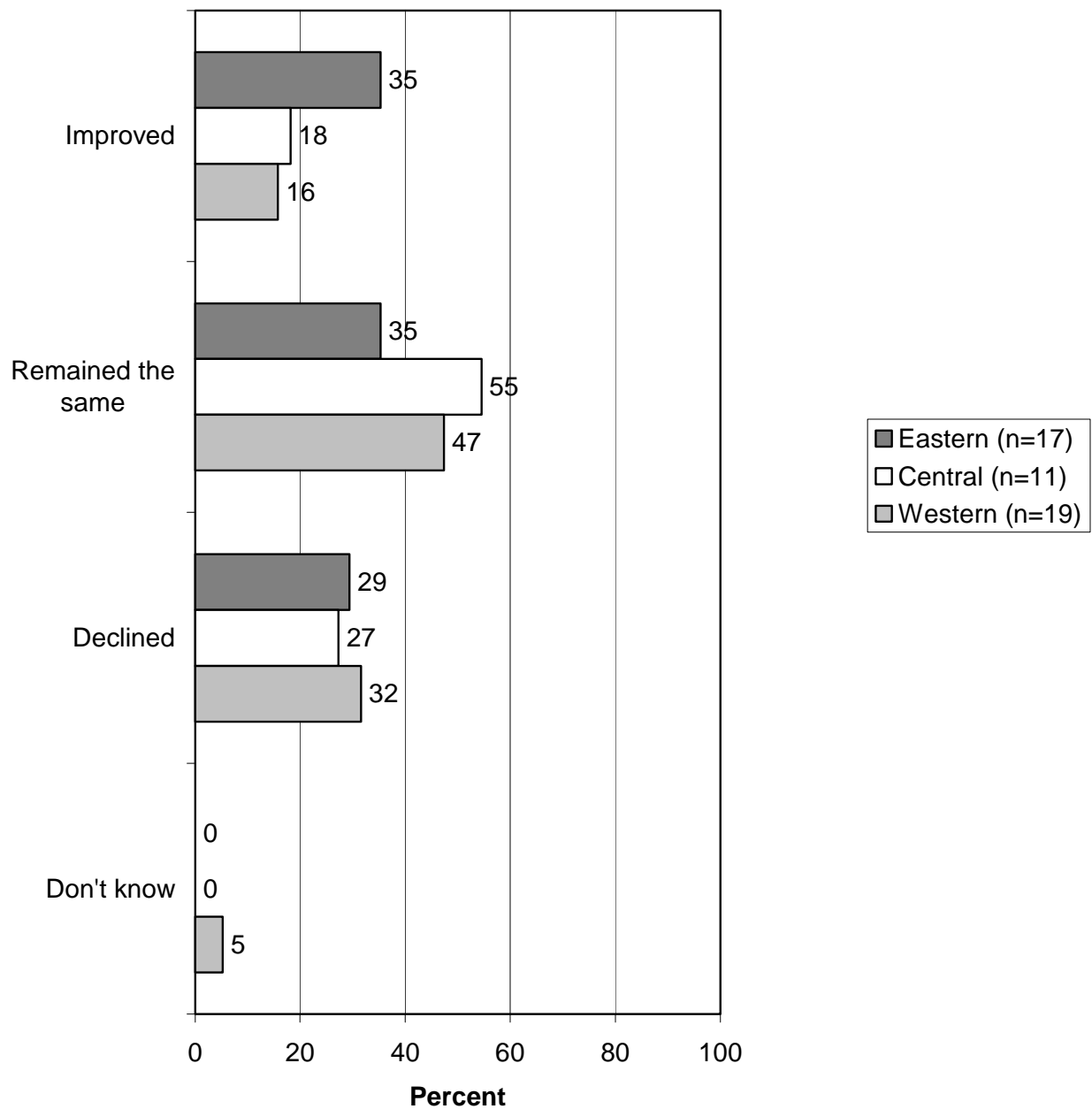
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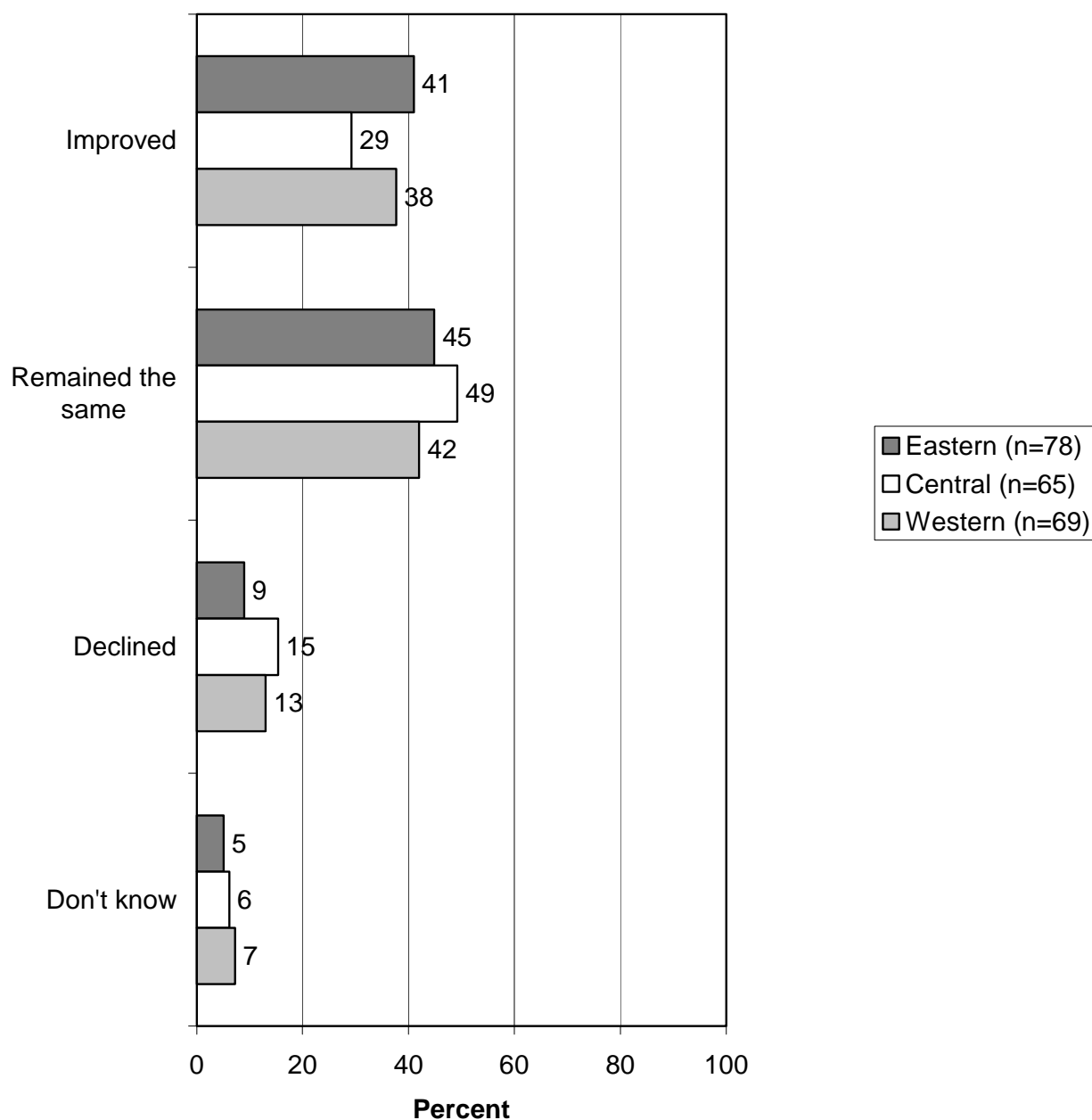
Q433, Q442. In the last five years, do you think the quality of FISHING FROM THE SHORE in Iowa has improved, remained the same, or declined? (Asked of those who named fishing from the shore among the top 2 activities in which they participated the most.)



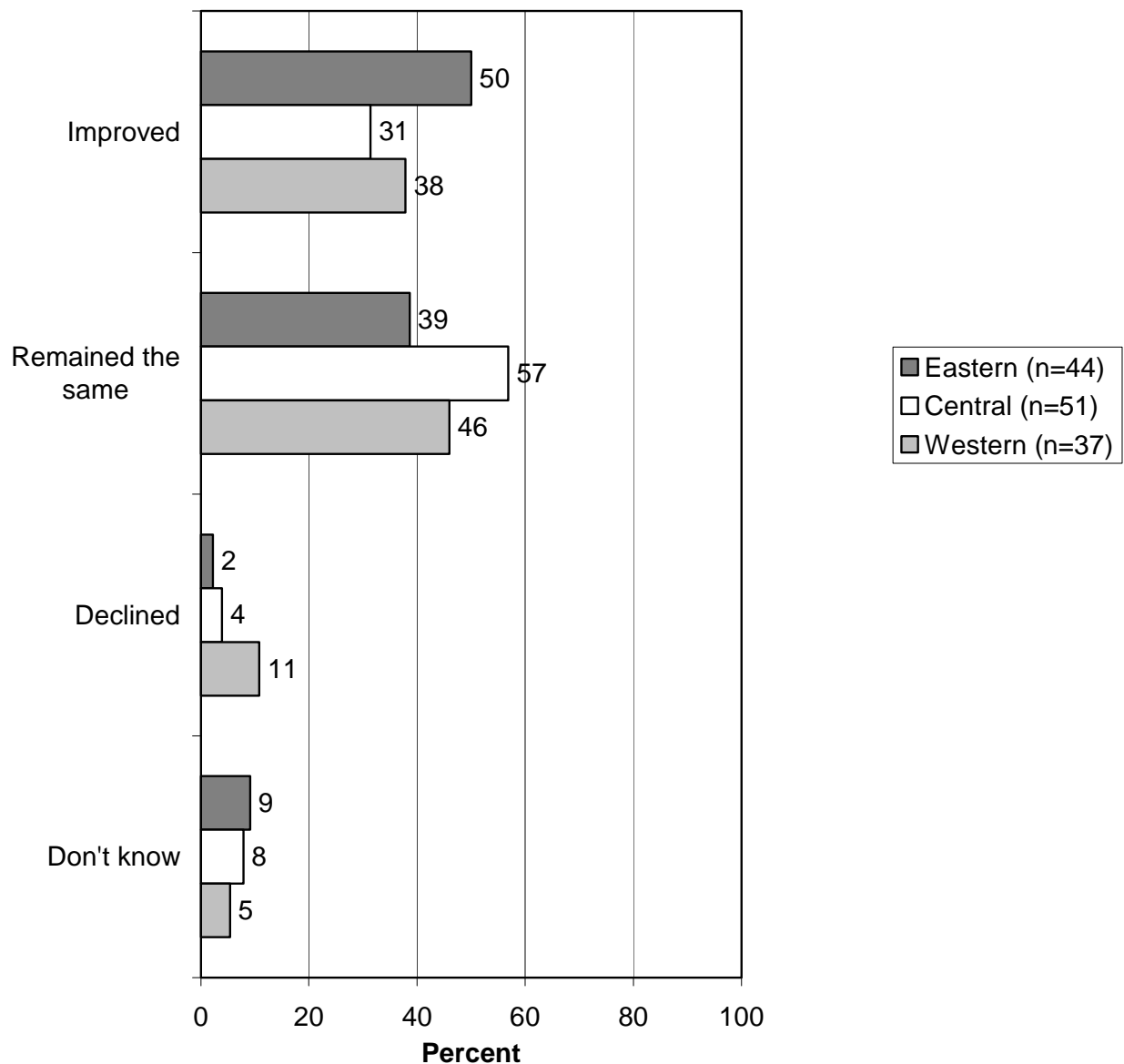
Q433, Q442. In the last five years, do you think the quality of FISHING FROM A BOAT in Iowa has improved, remained the same, or declined? (Asked of those who named fishing from a boat among the top 2 activities in which they participated the most.)



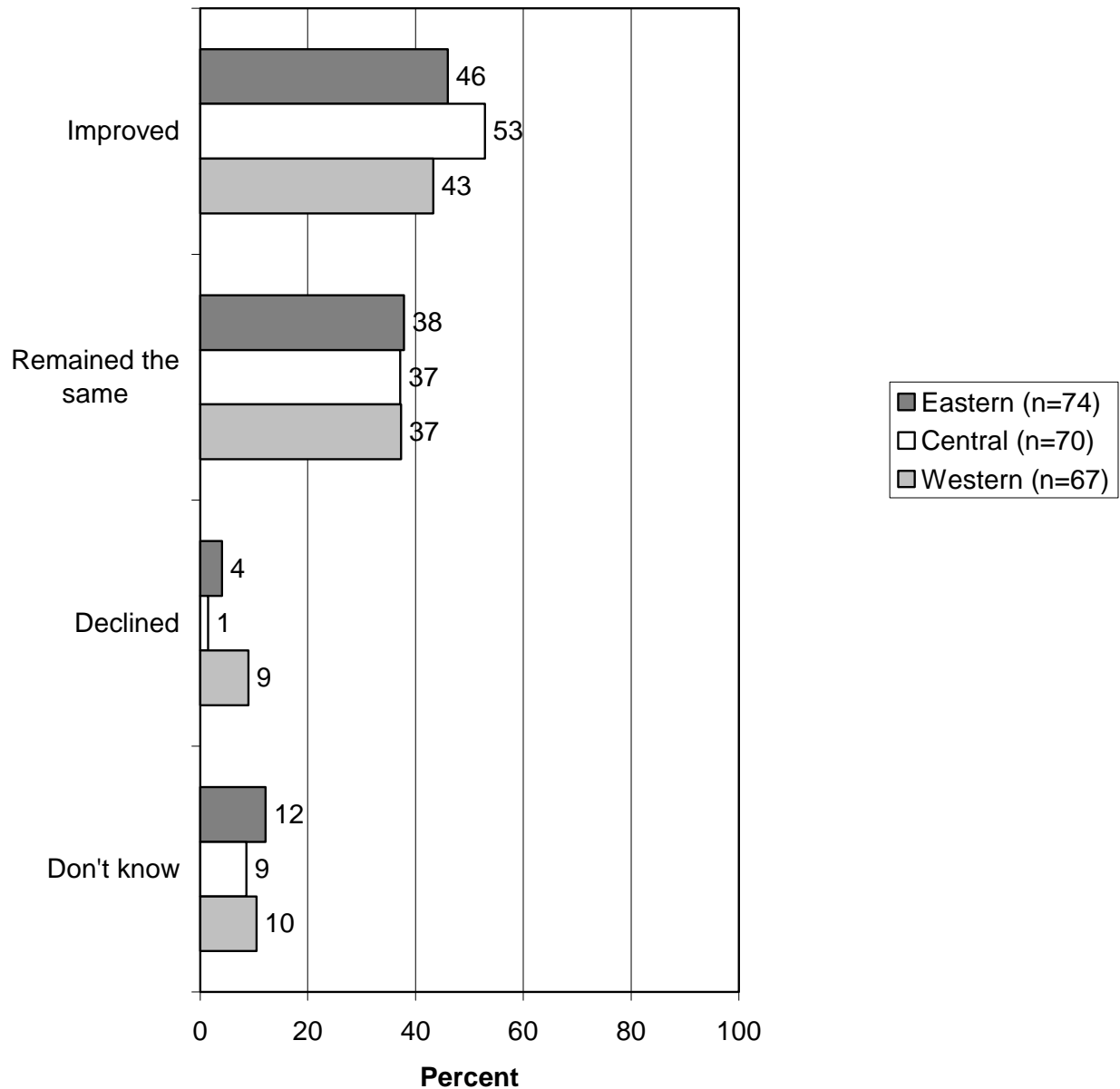
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Q433, Q442. In the last five years, do you think the quality of OBSERVING, FEEDING, OR PHOTOGRAPHING WILDLIFE NEAR HOME in Iowa has improved, remained the same, or declined? (Asked of those who named observing, feeding, or photographing wildlife near home among the top 2 activities in which they participated the most.)



Q433, Q442. In the last five years, do you think the quality of FAMILY ORIENTED OUTDOOR ACTIVITIES in Iowa has improved, remained the same, or declined? (Asked of those who named family oriented outdoor activities among the top 2 activities in which they participated the most.)



APPENDIX C: ABOUT RESPONSIVE MANAGEMENT

Responsive Management is a nationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Its mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing its in-house, full-service, computer-assisted telephone and mail survey center with 45 professional interviewers, Responsive Management has conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communications plans, need assessments, and program evaluations on natural resource and outdoor recreation issues.

Clients include most of the federal and state natural resource, outdoor recreation, and environmental agencies, and most of the top conservation organizations. Responsive Management also collects attitude and opinion data for many of the nation's top universities, including the University of Southern California, Virginia Tech, Colorado State University, Auburn, Texas Tech, the University of California—Davis, Michigan State University, the University of Florida, North Carolina State University, Penn State, West Virginia University, and others.

Among the wide range of work Responsive Management has completed during the past 20 years are studies on how the general population values natural resources and outdoor recreation, and their opinions on and attitudes toward an array of natural resource-related issues. Responsive Management has conducted dozens of studies of selected groups of outdoor recreationists, including anglers, boaters, hunters, wildlife watchers, birdwatchers, park visitors, historic site visitors, hikers, and campers, as well as selected groups within the general population, such as landowners, farmers, urban and rural residents, women, senior citizens, children, Hispanics, Asians, and African-Americans. Responsive Management has conducted studies on environmental education, endangered species, waterfowl, wetlands, water quality, and the reintroduction of numerous species such as wolves, grizzly bears, the California condor, and the Florida panther.

Responsive Management has conducted research on numerous natural resource ballot initiatives and referenda and helped agencies and organizations find alternative funding and increase their memberships and donations. Responsive Management has conducted major agency and organizational program needs assessments and helped develop more effective programs based upon a solid foundation of fact. Responsive Management has developed Web sites for natural resource organizations, conducted training workshops on the human dimensions of natural resources, and presented numerous studies each year in presentations and as keynote speakers at major natural resource, outdoor recreation, conservation, and environmental conferences and meetings.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management routinely conducts surveys in Spanish and has also conducted surveys and focus groups in Chinese, Korean, Japanese, and Vietnamese.

Responsive Management's research has been featured in most of the nation's major media, including CNN's *Crossfire*, ESPN, *The Washington Post*, *The Washington Times*, *The New York Times*, *Newsweek*, *The Wall Street Journal*, and on the front page of *USA Today*.

Visit the Responsive Management Website at:
www.responsivemanagement.com